July 1959

The Office

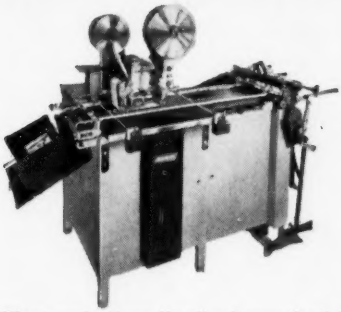
Magazine of Management · Equipment · Methods

Before you buy, see and try Smith-Corona's new Secretarial, the only office typewriter with lighter, livelier, ACCELERATOR ACTION!

Call your local Smith-Corona representative today!

For More Information Circle No. 228

ADDRESS DIRECTLY FROM PUNCHED CARDS!



Scriptomatic®

MODEL 101-S

"READS" • SORTS

SELECTS • COUNTS

While it PRINTS!

Electronic "reading" of punched information on IBM, Remington Rand or other punch-card systems permits the Model 101-S Scriptomatic Addressing Machine to selectively print, sort and count simultaneously *without* disturbing the file sequence.

Simply program the 101-S. You get list handling flexibility and addressing selectivity never before possible in a single, automatic run . . . Or—according to your requirements—sort, collate thru punch-card equipment.

The punch-cards are your "masters"—no more costly stencils—no more duplicate list maintenance—Just ONE punch-card does DOUBLE-DUTY as record file and address master!

Write for Full Color Brochure on Model 101-S.

A PERFECT MARRIAGE . . .

Punched Card and Scriptomatic Automation

Scriptomatic methods combine all the advantages of punched card automation and conventional addressing equipment. Scriptomatic offers a full range of machines and methods to tie in any punched card system you are using or plan to use. Today you can get all the advantages of a high speed, fully flexible addressing and data writing system . . . at a running cost differential as amazing as the cost comparison between a card and a metal plate. You enjoy not only low first cost but continuing savings in automatic file maintenance, filing space, and elimination of duplicate lists. Scriptomatic is the system geared to tomorrow . . . Imagine your punched card system flowing through a Scriptomatic machine for selective, flexible, high speed addressing.

902

Write for case studies and descriptive material. Discover now, at no obligation, if Scriptomatic can improve your procedures.

SCRIPTOMATIC, INC.
306 N. 11th Street, Philadelphia 7, Pa.

Scriptomatic
MODERN ADDRESSING-DATA WRITING MACHINES AND METHODS

PRINT FROM CARDS...DOUBLE THE FLEXIBILITY...HALF THE COST

For More Information Circle No. 233

Robert Harding, right, assistant chief engineer of Arma division, American Bosch Arma Corporation, points out to Frank McShane, cost-improvement expert, the high quality and contrast of an 11" x 17" stock print reduced from an original 22" x 34" drawing. The print is a sample of many run off on an offset duplicator from an inexpensive offset paper master prepared xerographically by XeroX Model 1218 copying equipment.

ARMA SAVES $82,000 YEARLY

REPRODUCING • engineering drawings • parts lists • drawing-change notices • specifications sheets

Arma Division, American Bosch Arma Corporation, manufactures midget brains for missiles and other intricate electronic devices.

The $82,000 economy results from the installation of XeroX® Model 1218 copying equipment and offset duplicating to supplant conventional drawing-reproduction methods.

XeroX Model 1218 copying equipment, operating on the principles of xerography—clean, fast, dry, electrostatic—prepares inexpensive offset paper masters from original engineering drawings of A to D size.

Write for proof-of-performance folders showing how companies of all kinds and sizes are speeding paperwork duplicating and saving thousands of dollars yearly by xerography.

HALOID XEROX INC.
59-222X HALOID STREET, ROCHESTER 3, NEW YORK
Branch Offices in Principal U. S. and Canadian Cities
OVERSEAS: RANK-XEROX LTD., LONDON

HALOID XEROX®

For More Information Circle No. 297

The Office
Magazine of Management · Equipment · Methods

JULY, 1959
VOL. 50, NO. 1

IN THIS ISSUE:

How to Run a Good Meeting 14
There are many little things that the chairman of a meeting can do to make the speaker's job easier and more effective. When added up, these little things determine the success of the meeting.
LESLIE H. MATTHIES

Europe's Most Highly Mechanized Post Office 16
Although we are planning along much the same lines, we have nothing in this country like the fully mechanized Tri-Postal in Brussels where mail is processed with a minimum of manual handling.
JOHN GRINDROD

A Timecard for Cash Wages 69
Workers complained when they were confused by this firm's former timecard payment method. The new timecard form stopped the complaints; saved time and money for the employer. ERNST HARPUR

A Retention System for General Correspondence Files 70
Useless material may comprise from 25% to 50% of the total volume of your general files unless you have rigid controls over filing of temporary items. Here is a simple, practically foolproof solution to the problem for large and small offices. BEN F. GREGORY

How the Decorator Solves Some Office Problems 73
One of the newest specialists in the office management field, the designer-decorator is largely responsible for the greater attractiveness of so many offices today. LAWRENCE LERNER

Color Coding Reduces Numerical Misfiling 82
It is easier to file papers by numbers than it is by words, but when a number is misread, the paper is misfiled. After considering the reasons for these errors, the author tells how to reduce them. H. O. BROCKMAN

Machines Can Automatically Type Most Data on Forms 98
Machines automatically write 85% of the information in this system which includes shipping order, invoice, stock record and backorder control. Inventory is over 10,000 items. Order volume is over 400 a day. ISAIAH EISEN & PAUL MASTRONI

Sandwich Tape Lasts Longer in Computers 108

Visible Files Used for Membership Records at Museum of Modern Art 116

DEPARTMENTS

THE OFFICE Product Index 7
New Books 30
Camera! 45
Automatic Systems 97
Right or Wrong in Employee Relations 111
As We See It 200
New Products 122
Literature from the Manufacturers 167
News of the Office 172
News of the Industry 184
National Conference & Exhibit Calendar 197

CIRCULATION OF THIS ISSUE OVER 52,000

Cincinnati JOBMASTER

with New BELL RINGER

Now, a low cost time clock for payroll recording and job costing, equipped with program control to ring starting and quitting signals. Heavy duty construction, simplicity of operation and Cincinnati quality combine to provide years of accurate, dependable service.

The program control, time indicator and printing mechanism are all driven by the same heavy duty motor, providing accurate synchronization of all functions, assuring error-free coordination and accuracy.

Write today, for complete details of what the "Jobmaster" can do for you, and the name of your local representative.

Dealerships available in some locations.

THE **Cincinnati** TIME RECORDER CO.
1733 CENTRAL AVE.
CINCINNATI 14, OHIO

(Since 1896)

For More Information Circle No. 350

The Office®
Magazine of Management · Equipment · Methods

William Schulhof, *Publisher*

William R. Schulhof, *Editor*

James Gorman, *Managing Editor*

★

ADVERTISING OFFICES:

New York: Office Publications, Inc., 232 Madison Ave., New York 16, N.Y. LExington 2-2245

Illinois & Wisconsin: Fred E. Zindler, 20 N. Wacker Drive, Chicago 6, Illinois. ANdover 3-2668

Ohio, Indiana, Michigan: Phelps Pratt, Orwell (Ashtabula County), Ohio. Orwell 265

California: Douglas C. Lance, 1948 Highland Oaks Drive, Arcadia, Calif. ELgin 5-6769

Direct inquiries from other areas to New York office.

★

Subscriptions: one year $3; two years $5 to U. S. & Possessions. Foreign: one year $4; two years $6. 50¢ a copy.

★

THE OFFICE is published the first of every month by Office Publications, Inc., 232 Madison Ave., New York 16, N. Y. LExington 2-2245. Cables: Wilhof, New York. Accepted as controlled circulation publication at East Stroudsburg, Pa. Printed in U.S.A.

®Office Publications, Inc. Entire contents ©Copyright 1959, Office Publications, Inc. All Rights Reserved. Founded 1935.

Also publishers of:

La OFICINA (Spanish language annual)

OFFICE EQUIPMENT EXPORTER (annual)

The CANADIAN OFFICE (published monthly in Canada)

Member of:

NBP National Business Publications, Inc.

Business Publications Audit of Circulation, Inc. BPA

DESIGNED FOR EFFICIENCY

New!

MACKINAC

Job-Ready BUSINESS PAPERS

MACKINAC®
JOB-READY
BUSINESS PAPERS

- MACKINAC BOND
- MACKINAC DUPLICATOR
- MACKINAC MANIFOLD
- MACKINAC MIMEO
- MACKINAC OFFSET
- MACKINAC OPAQUE

Mackinac Job-Ready Business Papers are designed for maximum efficiency on all modern printing and duplicating machines. Each grade in the Mackinac line has a surface that is especially prepared to give the best possible reproductions in the process for which it is made.

Mackinac Job-Ready Business Papers are precision cut at the mill to sizes 8½" x 11" and 8½" x 14". They are mill-conditioned and packaged in moisture proof wrappers. Available in brilliant white and six bright colors.

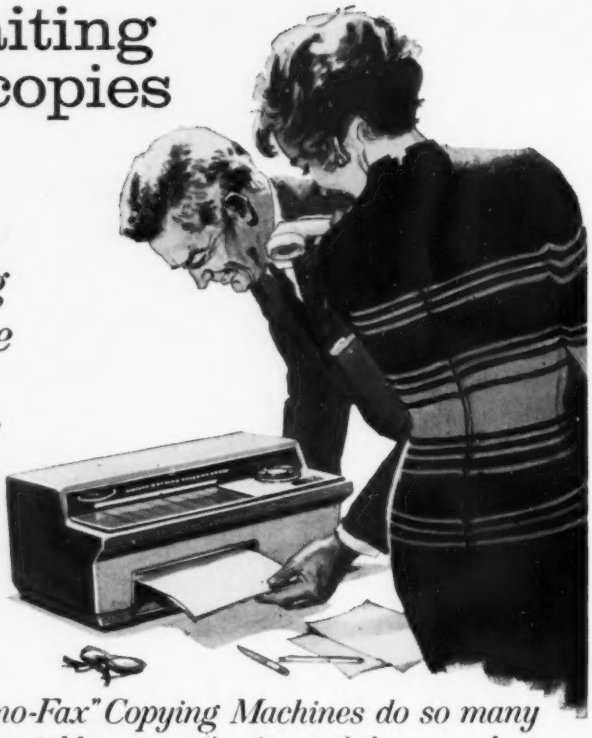
Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN
For More Information Circle No. 272

No waiting for copies

with the fastest copying machine that anyone can use



Only "Thermo-Fax" Copying Machines do so many jobs... so quickly, so easily, for such low cost!

Here's the quickest copying method of all. The simplest, too. Because it's completely electric, your "Thermo-Fax" Copying Machine is ready whenever you need it. No chemicals to bother with. No negative to make before getting a completely dry copy for instant use.

It's so fast and easy that *anyone* can copy needed information in just 4 seconds. It's so versatile that many also use it as a billing, accounting, addressing and labeling machine. To learn how it can speed your office systems at low cost, call your local dealer. Or mail the coupon.

MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

Thermo-fax COPYING PRODUCTS 3M COMPANY

THE TERM "THERMO-FAX" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY

Minnesota Mining and Manufacturing Company
Dept. DBY-79, St. Paul 6, Minnesota

Name _____

Company _____

Address _____

City _____ Zone ____ State _____

For More Information Circle No. 250

The Office PRODUCT INDEX

This index, prepared for your convenience, lists the products and services advertised in this issue. Refer to pages listed for information on each. Further details can be had by writing manufacturer direct, or by use of reader inquiry card.

All numbers below refer to PAGES. Reader inquiry card numbers are at the bottom of individual advertisements.

PRODUCT	PAGE
ACCOUNTING BOARDS	
Multi-Rite	140
Narco	161
ACCOUNTING MACHINES	
National	37
President	129
ACCOUNTING SUPPLIES	
Accountants' Supply House	189
ADDING MACHINES	
Friden	67
Multisumma	53
Regna	41
Swift	162
ADDRESS LABELS	
Dupli-Snap	42
ADDRESSING EQUIPMENT	
A-dress-R	183
Cheshire	169
Duplicard	105
Quik-Kards	171
Rena	165
Scriptomatic	1
Speed-O-Print	64
Zip-O-Riter	194
BALLPENS	
All-Rite	153
BINDERS	
Accogrip	186
Jiffold	152
BINDER LABELS	
Office Products	174
BINDING, PLASTIC	
Plastico	68
BLUEPRINT FILES	
Confidential	182
BOOKS	
Office Management Handbook	91
BOOKCASES	
Maso	191
BRIEFCASES	
Tufide	55
BUSINESS SHOW	
OEMI Exposition	197
CAMERAS	
Kenro	61
CALCULATORS	
Deci-Magic	96
Monro-Matic	39
Plus Diehl	196
Plus-O-Matic	57
Totalia	156
Victor	137
CARBON COPY SETS	
Copysette	89
Duplisette	159
Letterex	65
Rogersnap	130
CARBON PAPER	
Colonial	40
Electro-Write	170
Plastisol	58
CASH REGISTER PARTS	
Cashere	191
CHAIRS	
Bevco	117
Cole	139
Maso	191
V-Line	81
CHECKWRITERS	
Nippo	165
CLEANING CLOTHS	
Masslinn	23
CLOTHES RACKS	
Bevco	117
Borroughs	56
COIN CHANGER	
MP-Jr.	189
COLLATORS	
Col-A-Tron	116
Collamatic	35
Thomas	113
CONTROL BOARDS	
Acme Visible	101
Boardmaster	95
Maggie Magnetic	30
Visual Magnetic	177
COPYHOLDERS	
Rite-Line	30
Speedrite	180
COPYING MACHINES	
Copycat	32
Copyflex	135
A. B. Dick	92, 93
Flo-Matic	155
Kenro	61
Ozamatic	107
Photostat	151
Plenacopy	138
Thermo-Fax	6
Verifax	145
Xerox	2

PRODUCT	PAGE
CORNER ROUNDERS	
Lassco	102
COUNTER-IMPRINTER	
Tickometer	31
COUNTERS, TABULATING	
Denominator	44
DARKROOM EQUIPMENT	
Dustroyer	152
DATA PROCESSING, Automatic	
Beemak	150
Mac Panel	104
Teletype	132
Wright Line	109
DATING MACHINES	
Powermark	171
DECIMAL TABLE	
Alvin	194
DESKS	
Bentson	179
Cole	139
H-O-N	27
Rotor-File	163
DICTATING MACHINES	
Coronet	173
Scribe	87
StenOtape	22
DRAFTING EQUIPMENT	
Alvin	194
Grifhold	191
DUPLICATING SERVICE	
Magi-Copy	168
DUPLICATING SUPPLIES	
Colonial	40
DUPLICATORS, OFFSET	
Dual-Lith	143
Multilith	21
DUPLICATORS, SPIRIT	
Azograph	24, 25
Conqueror	149
Ditto	Inner Back Cover
Duplicenter	12, 13
Golden Streak	62
Master	192
DUPLICATORS, STENCIL	
Roneo	59
EASELS	
Arlington	147
ELECTRIC MOTORS	
Lamb	193
ENVELOPES	
Outlook	194
ENVELOPE JOGGERS	
Syntron	86
ERASERS	
EraserStik	108
Graypoint	168
EXPENSE ACCOUNT SYSTEMS	
Common Sense	152
Traveletter	110
FILES	
Atlas	136
Chem-Board	178
File-O-Matic	38
Magazine	199
Magne-Dex	20
Map	182
Mim-E-O	176
Pronto	88
Rotor-File	163
Spacefinder	33
Wright Rotary	109
FILING SUPPLIES	
Accogrip	186
Graffco	164
Office Products	174
Opnwindo Tabs	152
Pendaflex	36
Smead	29
FLOOR MATS	
Floor Show	154
Foot Comfort	181
Maso	191
FOLDING MACHINES	
Fold-O-Matic	169
Pitney-Bowes	131
FORMS	
Baltimore	146
Bedinghaus	66
Blue Chip	159
Continuous	177
International	183
Reynolds & Reynolds	121
Stevenson & Smith	194
FORMS HOLDERS	
Saunders	171
INSERTING MACHINES	
Phillipsburg	10
Pitney-Bowes	131
KNIVES	
Grifhold	191
LABEL HOLDERS	
Office Products	174
LABELING MACHINES	
Cheshire	169
LADDERS	
Cotterman	95
LETTERHEAD ENGRAVING	
Dewberry	178
MACHINE CONTROL PANELS	
Mac Panel	104
MACHINE STANDS	
Consolett	144
Maso	191
MACHINE TIMER	
TR-T	133
MACHINES, REBUILT	
International	193
MAIL CARTS	
Chesley	180
MARGINAL PUNCHED CARDS	
E-Z Sort	182
Stevenson & Smith	194
MICROFILM EQUIPMENT	
Ozalid	107
Recordak	19
Thermo-Fax	103

GF partitions don't divide space...

they multiply productivity

Irving Gilman, Vice President and Project Director of the Institute for Motivational Research, says: "When privacy is employed to eliminate work-robbing distractions, productivity shows marked improvement. This is especially true with workers whose jobs require intense concentration or those who receive business visitors. Privacy boosts morale, too—satisfies the employee's desire to work in quarters he regards as his own."

You can create privacy for your workers—overnight—with GF partitions; and as space requirements change, you can rearrange your GF partitions, quickly and easily. To boost productivity in your offices as much as 25%, call on GF—America's largest maker of metal business furniture. Only GF offers complete planning, design and decorator services that take into consideration, not just space ultilization and work-flow, but the many human factors that make for efficiency.

An informative booket, "PLAN TO PROFIT FROM YOUR OFFICE INVESTMENT", is yours for the asking. Just call your GF branch or dealer, or write The General Fireproofing Company, Department L-25, Youngstown 1, Ohio.

GF **GENERAL FIREPROOFING**

METAL BUSINESS FURNITURE

For More Information Circle No. 253

There's a touch of MAGIC in the swift movements of the Phillipsburg Inserter

Much engineering wizardry has gone into the ingenious planning and construction of this amazing machine. This nimble, steel-fingered Phillipsburg Inserter gathers up to 8 enclosures, opens flaps, stuffs, seals, prints postal indicia, counts and stacks—effecting savings of up to 80% of the cost of hand-inserting. The Phillipsburg also has a genius for banishing multi-man crews, usually one operator suffices.

If your mailings exceed 15,000 pieces per month and you think you are saving money with present methods—may we say—YOU are entertaining a costly illusion.

Send for living animation device that reveals the amazing stuffing action of the Phillipsburg Inserter, available with the fascinating brochure "Modern Mailing Through Mechanization."

FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell Phillipsburg

PHILLIPSBURG, NEW JERSEY

Successor to Inserting and Mailing Machine Company

For More Information Circle No. 256

For More Information Circle No. 253

PRODUCT	PAGE
NAMEPLATES, NUMBERED	
Autographs	118
NUMBERING MACHINES	
American	177
Numbermatic	180
Powermark	171
Quick-Change	158
NUMBERED NAMEPLATES	
Autographs	118
OFFSET EQUIPMENT	
(Also See Duplicators, Offset)	
Atlas	136
Dustroyer	152
File-O-Matic	38
Kenro	61
Mercury	94
Mim-E-O	176
Ozalid	107
Xerox	2
PAPER CUTTERS	
Triumph	162
PAPER DRILLS	
Challenge	134
Spinnit	102
PAPER FASTENER	
Paper Welder	116
PAPER HANDLING COMPOUND	
Sortkwik	170
PAPER SHREDDERS	
Shredmaster	141
Silver Executive	195
PAPERS, DUPLICATING	
Mackinac	5
Cooper's Cave	119
PAPERS, LETTERHEAD	
Atlantic Bond	84
Finch Bond	119
Mackinac Bond	5
PAPERS, TRANSLUCENT	
Patapar	148

PRODUCT	PAGE
PARTITIONS	
GF	9
PAYROLL SYSTEM	
Multi-Rite	140
PENCIL SHARPENER, ELECTRIC	
Electro Pointer	54
PHOTOCOPIERS	
(See Copying Machines)	
PLASTIC LAMINATION	
Plain-Vu	189
POSTAGE METERS	
Pitney-Bowes	83
POSTING EQUIPMENT	
P.E.C. Matic	106
Narco	161
PUBLICATIONS	
Office Equipment Exporter	190
Office Machine Guide	177
Peter Basten	180
RIBBON FABRICS	
Moller	60
RUBBER CEMENT, DRY	
Dry-stik	159
RUBBER STAMP PRESS	
Eva-Press	160
SAFES	
Meilink	26
Schwab	189
SORTERS	
Sort-O-File	116
SOUND CONTROL	
Acoustinet	128
Acoustors	163
STAPLERS	
Swingline	142
STAPLERS, ELECTRIC	
Staplex	157
TABLES	
Bevco	117

PRODUCT	PAGE
TABULATING CARD HOLDERS	
Beemak	150
TAPES, EDGING	
Scotch	34
TAPES, MENDING	
Scotch Magic	166
TELETYPEWRITERS	
Teletype	132
TELEPHONE NOISE CONTROL	
Hush-A-Phone	192
TEMPORARY HELP	
Manpower	28
TIME RECORDERS	
Jobmaster	4
TYING MACHINES	
Bunn	185
Pak-Tyer	142
TYPE COMPOSING MACHINES	
Headliner	63
TYPEWRITER JUSTIFIER	
Marginator	188
TYPEWRITERS, PORTABLE	
Cole	43
Facit	90
Olympia	114
TYPEWRITERS, STANDARD	
Facit	90
Olympia	114
Royal	Outer Back Cover
Smith-Corona	Inner Front Cover
TYPEWRITER PARTS, SUPPLIES	
Futuristic Platens	191
VISUAL AIDS	
Arlington	147
XEROGRAPHIC EQUIPMENT	
Kenro	61
Xerox	2

Entirely new

For More Information Circle No. 293

Standard DUPLICENTER
with electronic automation

THE COMPLETE DUPLICATING WORK CENTER

ACCESSIBILITY IS THE KEYNOTE

As the operator sits at the DUPLICENTER, every necessary movement takes place within easy reach. Controls are simplicity itself. Pedals leave hands free to pick up forms. The DUPLICENTER performs its functions smoothly, almost soundlessly with a minimum of human effort. Here is a duplicator that delivers completed copies directly in front of the operator at normal eye level. She can clearly see the finished work . . . may quickly and easily remove the copies without rising from her chair or changing her comfortable position. A time study would rate the DUPLICENTER efficiency plus.

ELECTRONIC FEED IS THE FEATURE

Electronic Feed by Standard is the latest and finest improvement in the field of systems duplicating. In office paper work procedures there are many cases where hand feeding is preferred but speed is essential. With Electronic Feed, forms advanced casually or quickly, will instantly activate the duplicator, providing perfect copies in precise registration. Electronic Feed actually corrects any minor errors in aligning the paper . . . lets the operator set her own speed or cadence. With equal dispatch, it handles forms of varying sizes and weights from small coupons and punched cards to large 13 x 14 inch sheets.

- Magnetic Block-out Slot provides quick, easy method to cover any portion of master not to be reproduced on certain copies.
- Machine stops automatically, electronically, at the end of a run or if, for any reason, an operator error in feeding occurs.
- An outstanding convenience feature . . . automatic and plentiful fluid supply pumped from the original gallon fluid container.

Colorful brochure free on request.

THE CROWNING ACHIEVEMENT IN FLUID DUPLICATING · Standard

STANDARD DUPLICATING MACHINES CORPORATION

For More Information Circle No. 293

Everett 49, Massachusetts

How to Run a Good Meeting

LESLIE H. MATTHIES, Director,
Administrative Research,
Ross-Martin Co., Tulsa, Okla.

SOME PROGRAM CHAIRMEN make a speaker's job easier, while others just man the chair. They leave it to the speaker to overcome any handicaps, large and small, that he encounters during the evening. The difference in chairmen is not so much in the big things as it is in the little things.

The first essential for a successful talk is (1) an audience that is interested in what the speaker has to say and (2) a speaker who knows his subject and can talk about it. From this point on, it is the little things in the hands of the program chairman that make the difference.

The good program chairman thinks out his job. He does everything in his power to help the speaker do a good job. The chairman also makes things easier for the audience, too.

The Hot Room

Nothing will kill a meeting faster than a room that is either overheated or just plain stuffy. Keep fresh air coming into the room to keep both the speaker and the audience awake. You don't have to freeze everybody out, but be sure that the air is fresh, and that the temperature is reasonably low. Most talks are given in the evening, to men and women who are already tired after a full day's work.

The Hard Chair

There is a saying that goes something like this: "The mind can absorb only as much as the seat can take." At meetings, I have been both a member of the audience and a speaker. As a listener I think in terms of the hardness of the chair. How long can I sit without feeling uncomfortable?

A real hard chair, just plain wood or steel, is a 20-minute chair. People sitting on such chairs longer than 20 minutes begin to squirm. They feel an urge to stand up and stretch.

A chair with a little padding on it is a 30-minute chair. You can sit on it for 30 minutes before you feel like squirming or getting up and stretching. A chair that is reasonably well padded is a 40-minute chair.

Most speakers are expected to talk from 35 to 50 minutes, averaging about 45 minutes. Yet the chairs you find in meeting rooms are seldom made so that an audience can sit comfortably for a full 45 minutes. Ask your hotel or restaurant host to provide reasonably soft chairs if you regularly have talks that run between 40 and 50 minutes.

Intruding Noises

Rooms that allow noises to intrude from outside can make a difference in the success of a talk. I have heard all kinds of noises intrude on speakers: street cars, loud laughter in a room next door, clattering of dishes as waiters clear the tables during the talk, jackhammers working outside the building, etc. Try to get a room where there will be no intruding noises.

If the speaker has brought along some movies or slides to show, don't put out *all* of the lights. Douse the one light just over the screen. If you can't

put that particular light out, ask the building manager to put a shade over the light just above the screen.

A dark room induces sleep. People in the audience didn't come to go to sleep, but they will if you darken the room and leave it that way for longer than a few minutes.

Getting Questions Asked

Some chairmen do not give enough time for people to think of questions. Give at least 30 seconds to see if people have questions. A few seconds of silence on the part of a chairman doesn't hurt a thing.

The best chairmen always have a question or two "planted" out in the audience. Those having the planted questions are instructed not to use them unless others are not forthcoming within the 30 seconds. After 30 seconds, these people spring their pump-priming question.

I have never seen the planted question idea fail. Invariably it will bring forth eight or ten good questions. So it is a mistake for the chairman to close the question period too soon. He makes some remark like, "Well I guess our speaker answered everything so we'll call the meeting adjourned." Give the audience *time* to think of questions, or let the chairman ask a question himself. The more provocative his question, or the planted questions, the more likely it is to get a spirited response from the audience.

Who's at Head Table?

Tell the speaker the names of the other people who are at the head table, what position they hold in the organization, and a bit about their work. Have this written out. This can make the speaker feel at home, even though he is with a group of strangers. Remember a speaker is just another bashful boy who has learned to keep his knees from knocking too loudly.

Call an Intermission

Some chairmen provide for an intermission right after the meal. This is good because the audience has been sitting down for some time and needs to stretch. They need a restroom break, too.

Not Too Much Business

If you have association business to transact, try to do most of it in committees. Present only a minimum of such business at the meeting itself. If you transact an hour's business before the speaker gets a chance to give his message, you have tired out his audience. You make it much harder for him to do a good job. Some of the best chairmen make all their announcements and transact business during the second cup of coffee and dessert course.

These are the little things that make a big difference. No one wants the talk to succeed more than the speaker. Usually he has worked hard on his talk. But if he has to overcome hard chairs, intruding noises, dark rooms or hot rooms, he finds it almost impossible to do a first class job. The chairman who thinks out his job is a real support for the speaker. Such a chairman makes a world of difference. He makes the difference between a real successful meeting and one that is, well, just another meeting.

Europe's Most Highly

CLAIMED TO BE the most highly mechanized post office in Europe, the Tri-Postal recently opened by the Belgian Minister of Communications at Brussels-South can handle six million mail items daily. Present average weekly traffic is more than 15 million items, including five million letters, eight million periodicals, two million small parcels, 420,000 registered items and 20,000 articles cleared through the customs. Involved in this receiving and delivery of mail is the opening and closing of some 36,000 and 45,000 mailbags respectively each week, while a further 12,000 are in transit and 90,000 bags are cleaned of dust every week.

For the 200,000 sq. ft. of space required for the proper layout of the work-groups and the various auxiliary services, the building has six floors above ground level, one ground floor and one basement, the two latter cutting deeply under an adjoining railway embankment. The roof of the building was reinforced to make a helicopter landing for airmail traffic.

The machines used are the result of studies by the Belgian Postal Administration in collaboration with Bell Telephone Mfg. Co., Antwerp, and Ateliers de Constructions Electriques de Charl-

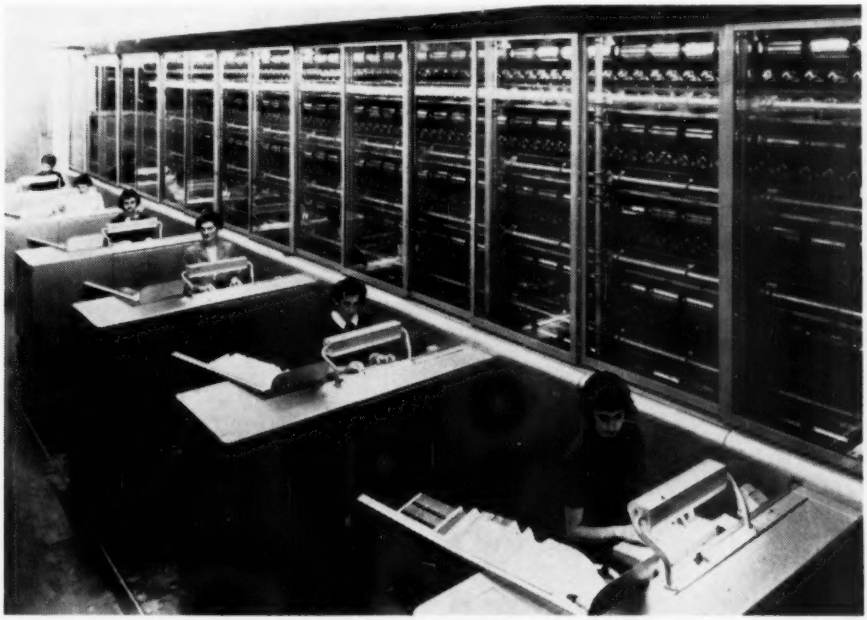
Basement of the mechanized Brussels Post Office where the work cycle begins with the opening of mailbags.

Mechanized Post Office

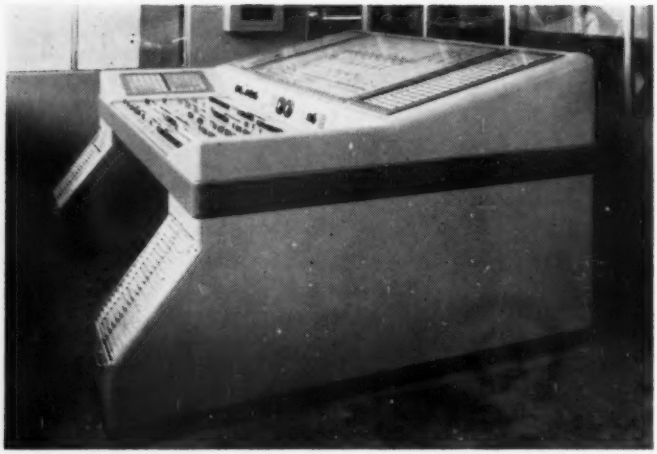
JOHN GRINDROD

eroi and were designed to eliminate manual handling and unnecessary movement of personnel. Because the floorspace is sufficient only for the work-groups, there is no space for storage of waiting or dealt-with mail. From the moment the mail enters the building to the moment it leaves, it is continually on the move. Conveyors serve as a mobile storage for mail handled.

Consisting, essentially, of an ascending feeder column in the north wing of the building for incoming mail and a descending column in the southern wing for outgoing mail, the system diverts the postal matter, according to type, to the floor on which it is processed. At each of the seven floors, conveyors horizontally connect the two vertical columns to effect almost continuous mechanical liaison. There are 287 conveyors of all kinds, covering a distance of 15,000 ft. by belt and 10,500 ft. by chains equipped with more than 1000 containers. There are three entrances and exits for mail. These comprise the adjoining Brussels South railway station connection; a platform at ground level which accommodates 18 trucks; and a narrow gauge electric train connection to the telegraph office, 1200 ft. away, for special



One of the six letter sorting machines each of which has six operator positions and a destination capacity of 340 bins.



One of the six control desks from which one section of the mechanized system is controlled.

delivery letters.

Operation of the system depends largely on three main centers consisting of a rotating table on the first floor (south) to which all mailbags entering and leaving the building are fed for further distribution; a bag opening section in the basement; and a bundle distributing center on the fourth floor.

The rotating 18 ft. table is connected by various types of mechanical equipment to all the working floors and to the bag-opening section in the basement for the distribution of incoming and outgoing bags. It can handle 4800 bags an hour. In addition to the departments within the building, it serves the 11 railway platforms (23 railway lines) of the Brussels South station via belt conveyors traveling at 260 ft. a minute and measuring 48″ wide. Distribution to individual platforms is effected by deflectors remote-controlled from a central control desk. Bags also can be delivered from the platforms to the post office by a similar, but reverse, system of conveyors. Handling speed of the twin systems is 2500 bags per hour in each direction. Traffic entering by train averages 250 tons of mail daily, of which about 60 tons are handled between 11 p.m. and 1 a.m.

The opening room in the basement, at the foot of the north wing's vertical conveyor, is equipped with seven fully mechanized tables with dust extractors. Two men can handle 150 mailbags an hour. The room is automatically fed from the rotating table on the first floor and from the truck platform. The bags are emptied, contents sorted according to type, and directed by conveyor to the correct processing floor for special delivery (1st floor); registered mail (2nd floor); printed matter (4th and 3rd floors); letters (4th and 5th floors); airmail (5th floor). Dealt with at the bundle distributing center are bundles of separate packages and letters arriving via truck from mail box collection or from the opening rooms.

After being closed in different dispatching departments, bags of outgoing mail go to the rotating table for

Just feed documents into new Recordak Portable and they're photographed

Introducing the Recordak *Portable* Microfilmer

Take the Recordak Portable wherever the work is—from office to office . . . plant to plant . . . city to city. Weighs less than an office typewriter—*just 24 lbs.*

Simple for anyone to operate. Just plug it in and you're ready to take pictures. Many unusual features—for example, who would imagine that two rolls of film could be exposed simultaneously in so trim a microfilmer?

New Portable opens door for even the smallest concerns to enjoy all the short cuts and protection which microfilming *alone* provides. At the same time, larger firms will find the new Recordak Portable a valuable adjunct to present microfilmers. Or use several Portables in decentralized microfilming.

Mail coupon today for free booklet giving full details. *"Recordak" is a trademark*

RECORDAK

(Subsidiary of Eastman Kodak Company)
originator of modern microfilming—
now in its 32nd year

MAIL COUPON TODAY

Recordak Corporation GG-7
415 Madison Avenue, New York 22, N. Y.
Send free booklet giving details on new Recordak Portable Microfilmer.

Name_____
Company_____
Street_____
City & State_____

For More Information Circle No. 231

ADD VISIBILITY

To Your Card Files

with

MAGNE-DEX®

VISIBLE...

"THE CARD THAT WALKS"

Proved to be up to 60% faster than conventional card files. Operator always can see from 15 to 20 visible cards at a glance, wherever her hand touches the cards.

Cards can be quickly pulled, replaced or rearranged at will and posted on many office machines. Available in 13 standard card sizes, housed in aluminum trays varying in card capacity from 500 to 1500 each. Modern tub desks and cross file units are available, accommodating from 6250 to 20,000 visible records in one cabinet . . . all within easy reach of a seated operator.

Write for illustrated literature and name of the MAGNE-DEX dealer in your city.

THE NATION'S FASTEST CARD FINDING SYSTEM—BY YOUR OWN TEST

BUSINESS EFFICIENCY AIDS

8114 Lawndale Ave., Skokie, Illinois

For More Information Circle No. 304

transfer to the railway or truck platform. Bags go to the rotating table according to a chronological order of departure and are indicated by lights on an illuminated board on each floor.

The basement also contains a semi-automatic system for dust extraction and inversion of mailbags, consisting of five seated working positions and having a handling capacity of five bags per minute per position.

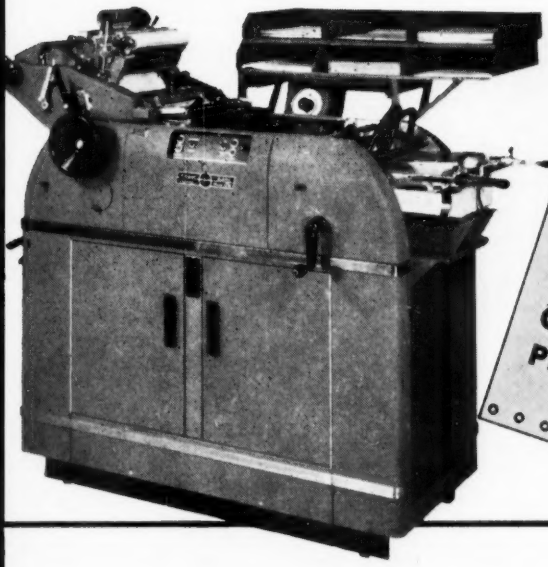
On the ground floor there are counters for transacting business with the general public. Mail placed in the building's boxes is conveyed to the required floor by special ultra-rapid conveyors.

The third floor, which deals with printed matter, has a high speed alternative discharge system for eight destinations. This is completely automatic

Part of the roller conveyor system.

PAPERWORK AUTOMATION

FOR ANY BUSINESS . . . LARGE OR SMALL



ONE WRITING INPUT

DATA STORAGE CAPACITY UP TO 6,000 CHARACTERS PER MASTER

HIGH SPEED OUTPUT

UP TO 9,750 LINES PER MINUTE

WITH *Multilith* OFFSET

. . . any business can enjoy the benefits of modern automated paperwork production methods

- **On a low operating budget**
- **With modest equipment investment**
- **With utmost simplicity**
- **Without need for specially skilled employees**

For More Information
Circle No. 425

For complete information about how the Multilith "master-from-master method" stores . . . reproduces . . . and perpetuates complete action data, contact the Multigraph branch nearest you.

Cutting costs is our business

Addressograph-Multigraph
PRODUCTION MACHINES FOR BUSINESS RECORDS*

© 1958 A-M Corporation, 1200 Babbitt Road, Cleveland 17, Ohio

*Trade Mark

IN A DICTATING MACHINE.....

FIDELITY MAKES THE DIFFERENCE!

The Geloso StenOtape is unique. Exclusive relaxed dictation design (no hand-mike to cramp your dictating style) makes it the easiest to dictate into. Let your secretary transcribe from it (no missed words here) and she'll tell you it's the closest thing to person-to-person communicating.

Fidelity makes this startling difference! Here is real superiority, completely evident the first time you use it. That's why more people buy the Geloso StenOtape after only one demonstration than any other make.

Advantages you would never expect to find in a machine priced so low include: Two-hour endlessly re-usable magnetic tape. Exclusive hands-free dictation design lets you relax while you talk. Precision split-second tape counter. Records meetings and conversation up to 30 feet away. Fidelity so high you can take your StenOtape home (only 6½ lbs.) and tape record concert music that will astonish even hi-fi enthusiasts.

Made by Geloso of Milan, Italy — Europe's largest integrated electronic manufacturers. StenOtape is the only dictating-transcribing machine guaranteed for a full year.

Fidelity makes the difference — hearing is believing! Convince yourself by mailing the coupon today.

American Geloso Electronics, Inc., Dept. 10
251 Park Avenue South, New York 10, N. Y. AL 4-2282

YES, I would like to hear the difference fidelity makes in the Geloso StenOtape. Without obligation, of course.

Name .....

Company .....

Address .....

City .....Zone .....State .....

Only $179.95
incl. Fed. Tax

GELOSO STENOTAPE

For More Information Circle No. 271

© 1958 A-M Corporation, 1200 Babbitt Road, Cleveland 17, Ohio *Trade Mark

and consists of seven groups of eight chutes above two high speed conveyors, each group corresponding to the position of an operator. The discharge of mail for each destination is timed automatically by a memory control which synchronizes the opening of all the shutters for the same destination. The shutters of each group for the same destination open simultaneously for discharge and then close. The timing ratio for opening each shutter is predetermined according to the ratio of volume deposited for each destination.

On the fourth floor, centralized culling of mail according to size takes place at 16 positions, facing mail at 88 positions and mechanized cancellation of stamps at ten positions for small items and by manual means for bulky material at 30 positions. Machines cancel at a rate of 80,000 letters an hour.

Mechanized sorting takes place on the fifth floor by means of six Bell letter sorting machines. Each has a destination capacity of 340 bins and six operator positions. The theoretical maximum hourly output is 4200 items of mail per operator, or approximately 150,000 items for the 36 operator positions. Letters are automatically conveyed to a reading position and operator depresses a code key for the destination. The large number of destination compartments accessible to the sorter eliminates much of the re-sorting that cannot be avoided with manual work. Numerous tying machines bundle the sorted mail. The sixth floor of the new building has the social and administrative services of the post office.

Of the 287 conveyors, 238 have belts

Dustless Sweeping

Dustless sweeping is **improved** with uniformly treated, **disposable** *Masslinn* Cleaning Cloths. When used with a flexible *Masslinn* Sweeping Tool, floor or wall areas are easily cleaned.

Special treatments and laundry problems are eliminated by this **new** system.

The *Masslinn*® cloth is a non-woven fabric that absorbs and retains dust with blotter-like action.

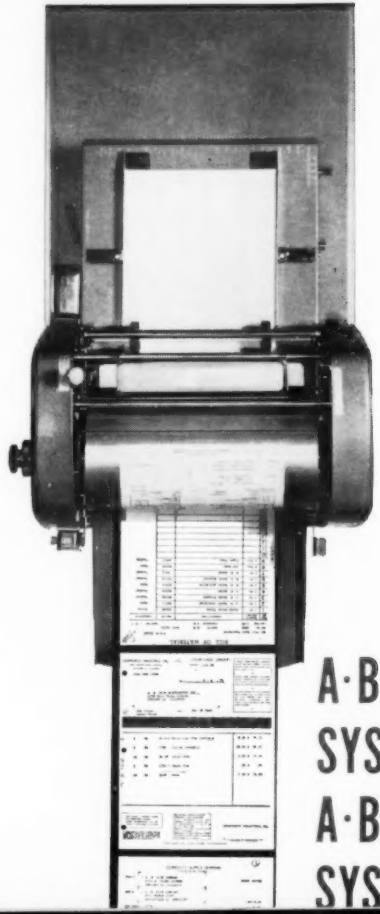
CLOTHS AND TOOLS ARE AVAILABLE IN A CHOICE OF SIZES.

For samples, information, and name of nearest distributor write

CHICOPEE MILLS INC.

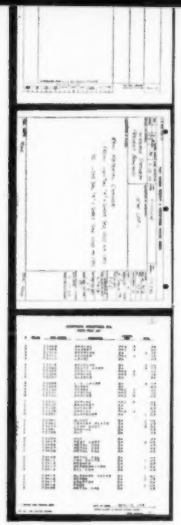
45 Worth Street • New York 13, N. Y.

For More Information Circle No. 307



A·B·DICK
SYSTEMS
A·B·DICK
SYSTEMS

For More Information Circle No. 271



A·B·DICK SYSTEMS
A·B·DICK SYSTEMS
A·B·DICK SYSTEMS
A·B·DICK SYSTEMS
A·B·DICK SYSTEMS
A·B·DICK SYSTEMS
A·B·DICK SYSTEMS

Completely CLEAN A. B. Dick Azograph® masters and systems duplicators speed the production of order-invoice, purchase-order or other systems paperwork. Thanks to Azograph CLEANLINESS operators and typists make productive use of time previously wasted in removing purple stains from hands, clothes, duplicating equipment.

A. B. Dick systems duplicators operate automatically at 100 copies per minute or on single cycle. Moistening system works automatically without pumping or priming. Unique corner-separator feed system handles lightweight paper or card stock without jamming or feeding doubles. Call your A. B. Dick Company distributor, listed in the yellow pages, for information or a free demonstration. Or mail coupon.

A. B. DICK Company, Dept. O-79
5700 West Touhy Avenue, Chicago 48, Illinois
Please send full information about the new A. B. Dick Azograph duplicator.

Name _____

Position _____ *Company* _____

Address _____ *City* _____

Zone _____ *State* _____

A·B·DICK®

Achievement through Innovation

For More Information Circle No. 287

DON'T FIGHT THE Statistics... ~~100~~ 43

To wit: 43 out of 100 firms losing their vital records in a fire never reopen. Sad but true. Sad if it ever happened to you! Don't fight it—keep those irreplaceable records in a Meilink A label safe. There is no safer safe in the whole wide world. At your Meilink dealer or write for folder to Meilink Steel Safe Company, Toledo 6, Ohio.

with MEILINK SINCE 1899 it's for keeps

Most complete line of safes and insulated products

Meilink Steel Safe Co.
1672 Oakwood Ave., Toledo 6, Ohio

Please send me your folders on Meilink safes and Hercules insulated steel files.

*Name*_____

*Company*_____

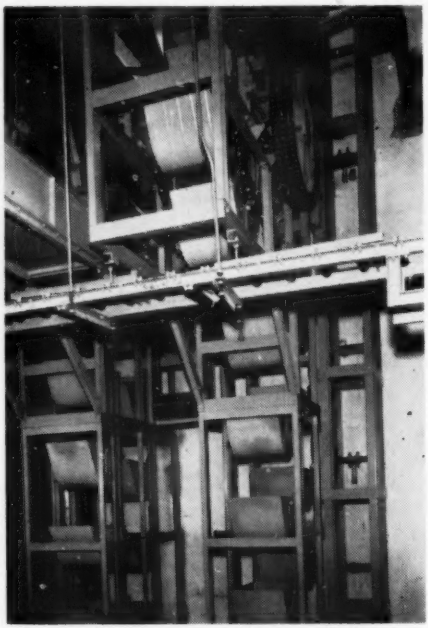
*Street*_____ *Zone*____

*City*_____ *State*____

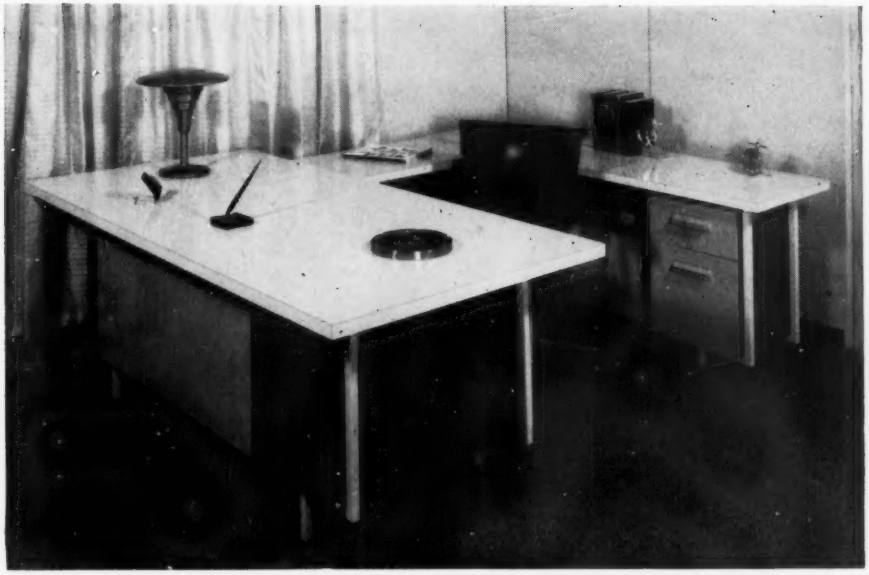
For More Information Circle No. 305

of varying widths up to 10 ft. The widest goes to the railway station platforms and, being underground, it is made of fireproof synthetic rubber. The speeds of belts can be accelerated to any pace, but has to be kept reasonable to make the conveyors usable by personnel. Maximum belt speed in the Brussels office is 400 ft. a minute and this is for evacuation of mail from the automatic discharge chutes on the third floor.

There are also 17 twin belt vertical conveyors and 15 roller conveyors of various types operated by gravity or subjacent belt. The vertical conveyors transport mailbags and loose mail between floors, the load sandwiched between two vertical belts. The highest of these is almost 90 ft. and it is be-



The vertical section of two chain conveyors with buckets for loose items.



New H-O-N Desks and Credenzas for work center efficiency

H-O-N OFFERS YOU A CHOICE OF 7 EXCITING COLORS

Now H-O-N provides the opportunity for you to furnish various departments with desks and credenzas in different combinations of attractive pastel colors. These seven accent tones may be selected for harmony or for contrast with the three basic body colors.

This great variety of color combinations is made possible by the use of removable fronts on the drawers and the panels of H-O-N desks and credenzas. These removable fronts are made of vinyl clad steel —a "first" with H-O-N.

H-O-N
OFFICE EQUIPMENT

Ask your local dealer or write to us for details

MUSCATINE, IOWA

For More Information Circle No. 241

OFFICE HELP GOING ON VACATION?

Call

MANPOWER®, INC.

for trained temporary replacements

Call your local Manpower, Inc., office for
Typists • Stenos •
Receptionists •
General Office Workers

Manpower, Inc. employees will "fill-in" as long as you need them — at low hourly rates. We pay salaries, taxes, and insurance — keep all payroll records.

For a complete schedule of hourly rates in your city — write on your letterhead to Dept. O, Manpower, Inc., 876 N. Plankinton Ave., Milwaukee, Wis.

© 1959 Manpower, Inc.

manpower, inc.

Over 150 offices in U.S., Canada, and Europe
Home Office: 876 N. Plankinton Ave., Milwaukee, Wis.

CALL THE MANPOWER OFFICE IN YOUR CITY

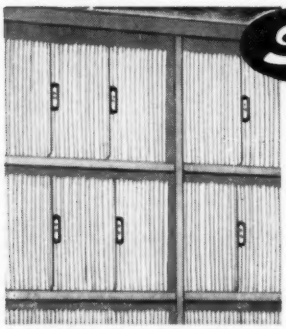
lieved that no incline greater than 45° was ever previously obtained by similar means. For the horizontal conveyance of mailbags, four-ply double rubber-coated belts are used. For the conveyance of metal trays, three-ply belts free from all external rubber are used. Padded belts transport more delicate materials.

The 17 chain conveyors comprise three endless trolley chain conveyors with 600 carrier trays for classified mail from different starting points to different destinations on various floors; three chain conveyors with 475 buckets; eight chain conveyors of different types with fork-bottomed carriers for baskets, mailbags and trays of classified mail; and three chain conveyors with drag slats for mailbags fed to an overhead belt conveyor.

The chain conveyors with carrier trays cover 3900 ft. and are used to great advantage because they can embrace in their paths any number of points in the whole building. The carriers are loaded manually in the horizontal sections of the path and the carrying platform tilts on arriving at its destination, to discharge its load. Each carrier is equipped with a set of selective triggers or levers for possible destinations or discharge stations in the chain path. The speed of this type of chain conveyor is slowed down to 60 ft. a minute because manual loading is dangerous at greater speed.

For large masses of loose mail and small parcels, the bucket conveyors move in one plane and in horizontal and vertical sections at a speed of 20

(Continued on page 182)

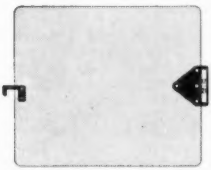


Smead **FILE GUIDES and FOLDERS**

for OPEN SHELF filing

Designed to fit various types of open filing units

. . . available with terminal digit, straight numeric, alphabetical or any special indexing. **Tell us your requirements** — we can supply the guides, folders and indexing you need.



Guides are available in different sizes, with plain, metal or insertable celluloid tabs of many kinds. "Locking hooks" of various types can be furnished for different styles of shelving backs.

Double face metal tabs available in two sizes. Single face available in various sizes flat or angled.

Smead can supply any style file folder required to do the job, including special side tabbed folders

MAIL THIS COUPON TODAY

THE SMEAD MANUFACTURING CO., INC.
Hastings, Minnesota

Please send us your Circular Form 9151 on Open Shelf Filing.

Name _____

Address _____

City _____ Zone ____ State _____

Ordered by _____ DEPT

SMEAD MANUFACTURING CO., INC.
HASTINGS, MINN. • LOGAN, OHIO

For More Information Circle No. 314

←For More Information Circle No. 315

NEW Books

GUIDE TO MICROREPRODUCTION EQUIPMENT edited by Hubbard W. Ballou. National Microfilm Assn., Box 386, Annapolis, Md., 438 pp., $7.50.

This comprehensive work, the only one of its kind, illustrates and provides the specifications of microfilm cameras, readers and viewers, processors, printers, enlargers, supplies and accessories. Names and addresses of manufacturers and distributors are included for all products, all of which are available in this country.

THE PRODUCTIVE OFFICE. Office Management Assn., 58 Victoria St., London, S. W. 1, England, 53 pp., 10 shillings.

Sums up the purpose of office work and contains data based on a conference held by the association. Also has articles on "The O & M Approach" (systems); "Operations Research and the Productive Office"; and a panel discussion.

SCIENTIFIC MANAGEMENT OF MARKETING OPERATIONS by Al N. Seares. Research Division: Society for Advancement of Management, 74 Fifth Ave., New York 11, 35 pp., $1.50.

Charts the latest thinking and practices for combining modern marketing with profitable scientific management throughout a business.

BUSINESS POLICIES AND MANAGEMENT by William H. Newman & James P. Logan. South-Western Publishing Co., 5101 Madison Rd., Cincinnati 27, 996 pp., $7.

Designed to give an appreciation of the overall problems of company operations, this 4th edition presents many new cases, while others have been brought up to date. A chapter on "Dynamic Setting of Business," has been added.

Save Those Beautiful Eyes

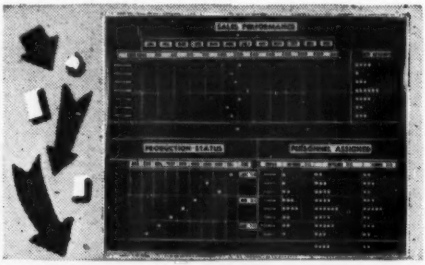
RITE-LINE COPYHOLDER

- SAVES EYESTRAIN
- PROMOTES ACCURACY
- INCREASES PRODUCTION
- TAKES COPY UP TO 20"
- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION
4209 39th St., N. W., Washington 16, D. C.

For More Information Circle No. 353



magnetic

VISUAL CONTROL BOARDS

Make Card and Peg Systems Obsolete

Time and motion studies prove that the "Maggie" board with its colored magnetic indicators that move with finger-tip ease offers the easiest and quickest way to chart sales, production, inventories, traffic and any other phase of your business. At a glance you know what is happening. The first cost is the last cost because there are no cards or pegs to replace. Packaged kits begin at $49.50.

For information on the most modern and advanced board available today, write to:

MAVCO maggie magnetic visual aids corp.
39 West 32nd Street New York 1, N. Y.

For More Information Circle No. 354

8 times faster

than counting or stamping by hand

Why use your capable office girl to count or stamp by hand—when she can do the job eight times faster, more accurately, and at far lower cost with a Tickometer?

• The Tickometer counts so accurately that banks use it to count currency. It can be set for a predetermined count, gives partial amounts and totals. It makes figures available earlier, helps complete daily records in less time.

• A Tickometer can stamp, imprint, mark, date, code, or cancel tickets, tags, forms, checks, coupons, sales slips, etc.—at speeds from 400 to 1000 a minute. Prints with accurate register on most weights and finishes of paper and light card stock in sizes from 1″ x 2″ up to 15″ x 15″. With an attachment, it can do consecutive numbering. Feeds and stacks automatically, is easy to set, can be used by anybody. Saves time, cuts costs.

• You can rent or buy a Tickometer. PB service from 302 service points. Ask the nearest Pitney-Bowes office for a demonstration. Or send coupon for free illustrated booklet and case studies.

Pitney-Bowes

TICKOMETER

Counting & Imprinting Machine

Made by the originator of the postage meter . . . offices in 121 cities in U. S. and Canada.

PITNEY-BOWES, INC.
3427 Walnut Street, Stamford, Conn.

Send Tickometer booklet and case studies

Name _____

Address _____

For More Information Circle No. 415

Only "NEW-LOOK"

Copycat gives

10 crisp, clean copies from only one negative ***without*** additional equipment!

Save Time, Save Space...

with THE FASTEST PHOTOCOPIER IN THE WORLD

Just 12 seconds (200% faster than any other photocopier) – and you've got perfection on paper! Up to 10 of the crispest, sharpest, cleanest reproductions you've ever seen – from any original material, line or halftone, regardless of color – and from just *one* negative.

And what a handsome space-saver! Copycat is ready for business at any convenient place in your office with its exclusive slim, sleek wall-mount feature. It mounts in seconds and you can move it quickly to any desk location or any job you wish.

No more expensive, tedius weekly developer changes – Copycat's exclusive patented spray process lets you use the same developing agent day after day – for as long as a month. You'll use less developer, too.

Phone, wire or write immediately for a complete no-obligation demonstration. Let Copycat prove for itself that it's faster, more efficient and more beautiful than any other photocopier in the world – regardless of price!

COPYCAT CORPORATION 215 FOURTH AVE., NEW YORK · PHONE: ORegon 4-5582

For More Information Circle No. 298

SPACEFINDER FILES...

HAVE PROVEN, in hundreds of offices, that they can SAVE YOU 50% or more in filing time, space and money!

ONLY SPACEFINDERS offer these advantages:

WELDED CABINET designed specifically for maximum filing efficiency.

FILE CAN BE MOVED WITH CONTENTS INTACT. Rugged Spacefinders are shipped complete and ready to use.

DOORS GIVE DUST, DIRT AND FIRE PROTECTION – serve as pull-out work shelves, and can be provided with locks.

An appearance asset to any office.

Instant visibility and availability for thousands of records.

TAB
PRODUCTS CO.

Send to Dept. O, Tab Products Co., 995 Market St., San Francisco 3, for 24-page catalog and name of our local representative for full information on Spacefinder savings.

For More Information Circle No. 262

Don't try to tear this—it's no use
Tough edging tape thrives on abuse!

REG. U.S. PAT. OFF.

SCOTCH BRAND

No. 750 Acetate Fibre Edging Tape

"SCOTCH" IS A REGISTERED TRADEMARK FOR PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16, N. Y. CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

3M COMPANY

. . WHERE RESEARCH IS THE KEY TO TOMORROW

Blueprints, catalog pages, office records last up to 10 times longer when edged with this tough, pliable tape. Model S-64 Manual Edger handles paper, cloth, plastic, cardboard. Send now to Dept. EP-79, 3M Company, St. Paul 6, Minn., for free booklet that shows you why . . .

"SCOTCH" BRAND Tapes are a girl's best friend!

—— WE BOUGHT A NEW COLLAMATIC PORTABLE ELECTRIC COLLATOR

"We don't do a world of collating, but enough to present us with a problem. We've considered buying a collator for years, but *We Could Never Justify The Investment.* The new Collamatic "Desk Top" is just what we wanted. It suits our production needs and our pocketbook to a 'T'."

Yes, now every office can enjoy the benefits of Electric Collating. Perhaps you collate only occasionally or have only 1 or 2 big jobs a year. It really doesn't matter. The new Collamatic "Desk Top" is so very inexpensive, even light, occasional collating will justify its being a part of your office "Staff".

You'll be amazed at how productive the Collamatic "Desk Top" really is on all types of 8½" x 11" paper. It's light and portable and can easily be moved from department to department.

Send for literature or request free demonstration.

Remember too, Collamatic manufactures a complete line of inexpensive Console Electric Collators, featuring exclusive APC, Automatic Production Control. Literature included with "Desk Top" brochure.

Fully Electric and only **$149.50**

F.O.B. Wayne, N.J.

ELECTRIC COLLAMATIC COLLATOR

Collamatic Corporation

Dept. 107, Wayne, New Jersey

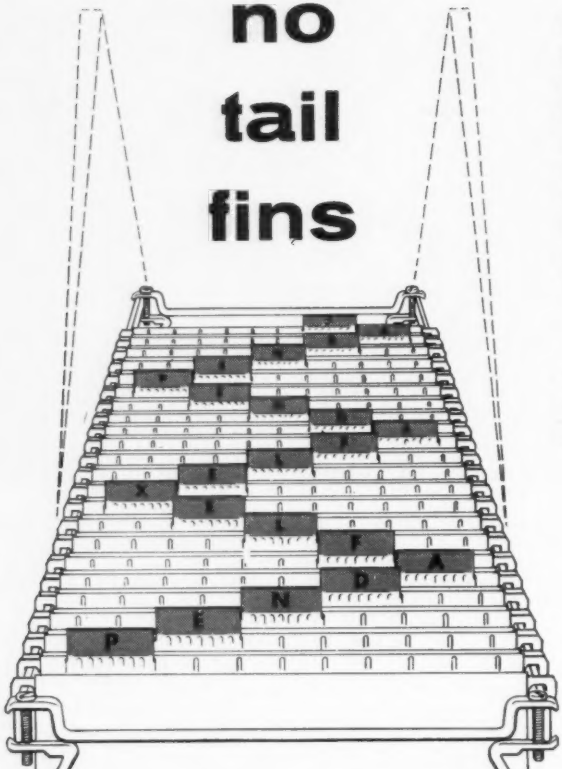
For More Information Circle No. 282

←For More Information Circle No. 421

a girl's best friend!

Why PENDAFLEX®

has no tail fins



Doesn't need them. Operates perfectly on polished metal rails. Built-in speed and accuracy of hanging, sliding Pendaflex folders makes every file clerk a Barney Oldfield. Cuts corners beautifully . . . financial corners, that is . . . with super-efficient "keyboard" file selection.

Full details optional at no extra cost when you send for free file analysis. Mail coupon today.

Oxford Filing Supply Co., Inc.
Garden City, New York

OXFORD FILING SUPPLY CO., INC.
15-7 Clinton Road, Garden City, N. Y.

Please send everything that is free...including File Analysis Sheet.

NAME_____

FIRM_____

STREET_____

CITY_____ ZONE____ STATE_____

Oxford

FIRST NAME IN FILING

For More Information Circle No. 235

SWINGLINE NO. 27, modern desk stapler.

THE NATIONAL ACCOUNTING SYSTEM modernized the accounting of this leading manufacturer of stapling machines.

THE FLEXIBILITY OF THE NATIONAL SYSTEM enabled this firm to mechanize all its record-keeping procedures.

MRS. BELLE LINSKY, SECRETARY-TREASURER of Swingline, Inc., Long Island City, New York.

"Our *National* System saves us $12,000 a year... pays for itself every 15 months!—Swingline, Inc.

Long Island City, New York

"By mechanizing all our record-keeping work, our National System improved the efficiency of our accounting department considerably," writes Mrs. Belle Linsky, Secretary-Treasurer of Swingline, Inc. "Three years of outstanding service have convinced us that the National System is the most efficient accounting system available.

"We are now able to handle our accounting faster, and with much more accuracy. Our National Accounting Machines' great flexibility permits them to process data on cash receipts, sales, sales analysis, disbursements and payroll records. Our employees prefer Nationals because of their fast, easy operation. In fact, our employees learned to operate them in only two hours. And our National System enables us to keep all records up-to-date.

"We are very pleased with the National System. Records show that it saves us $12,000 a year . . . pays for itself every 15 months."

Belle Linsky

Secretary-Treasurer, Swingline, Inc.

Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit.

75 YEARS

*TRADE MARK REG. U. S. PAT. OFF.

National®

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

1039 OFFICES IN 121 COUNTRIES

75 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 251

Time-Saving FILE-O-MATIC MAKES RECORD KEEPING "A Snap!"

What a time and money saver! What convenience! NuArc's specially-designed combination job tickets and storage envelopes make quick-reference filing and storage of offset plates, films, and stencils *unbelievably easy*. These heavy kraft paper envelopes—for use with FILE-O-MATIC interlocking storage cabinets—have a printed form on the outside, for the filling in of pertinent data concerning each job. A duplicate production department copy serves as a finger-tip, desk-top reference. This proven system eliminates wasteful *searching*. You always *know* where everything is! For further details, write for Bulletin 700BO.

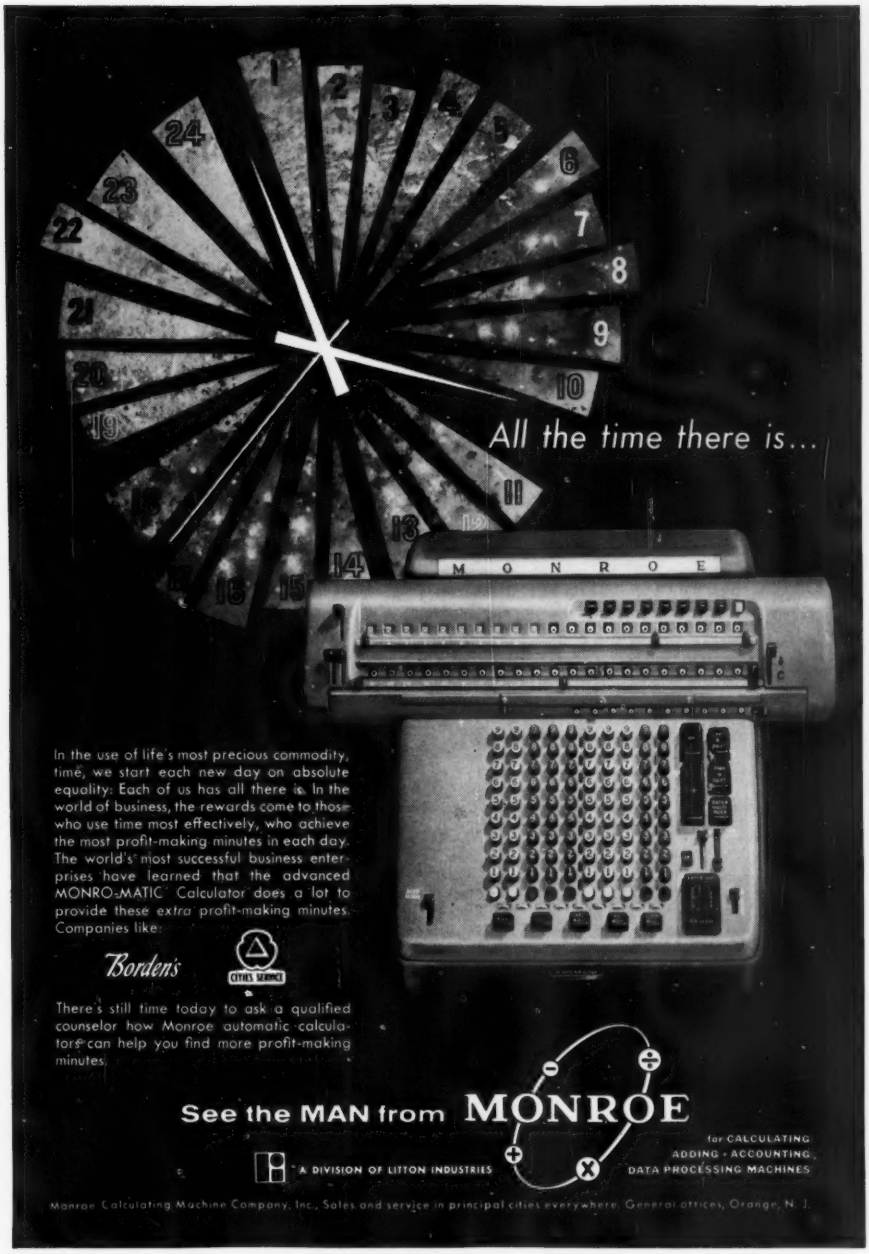
nuArc® company, inc.

General Office and Factory:

824 S. Western Ave., Chicago 12, Ill.

EASTERN SALES AND SERVICE: 215 FOURTH AVENUE, NEW YORK, N.Y.

For More Information Circle No. 227



For More Information Circle No. 274

Colonial Golden Rulesmanship:

"...and to value your smallest accounts equally as your largest!"

We are proud that the superior quality of our products has earned us the friendship of so many fine firms, and we take extra pride in meeting their special requirements with care and promptness.

We at Colonial will be happy to discuss *your* special requirements ...may we hear from you?

Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

Colonial Carbon Company SKOKIE, ILLINOIS

Serving the wholesale trade exclusively

for you, who have an eye for functional beauty

styling that sells...

send for REGNA literature NOW!

REGNA is the lowest priced electrically operated full safety keyboard machine in the world.

Everyone who sees the new REGNA admires the wonder of streamlined FUNCTIONAL BEAUTY.

Everyone who tries this sturdy and dependable adding machine becomes a "high speed" operator — fingertips literally float over the moulded keys!

Different capacities; fully automatic safety keyboard; models in light grey or ivory. Also low-priced hand operated models.

In Canada: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W. Montreal, Que., and Business Equipment Machines, 489-R King St. W. Toronto, Ont.
OUTSIDE CONTINENTAL U. S.:
Jorgen S. Lien, Box 507, Bergen, Norway

It's low priced! It's profitable!
Mail the coupon—Mail it today—
Mail it NOW!

REGNA

REGNA CASH REGISTERS INC.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:
Please rush more information on the new Electric Regna Adding Machine and outline advantages of becoming a Regna Dealer.

Name _____

Address _____

City _____

Zone _____ State _____

For More Information Circle No. 283

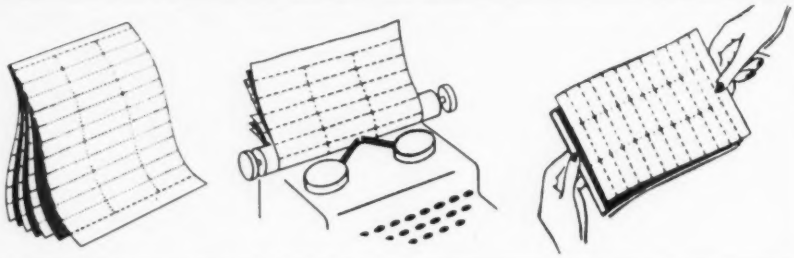
"ADDRESSING IS A SNAP"

WITH CARBON-INTERLEAVED

DUPLI-SNAP®

ADDRESSING LABELS

...part of the Original MAIL AID® Line



The fast, practical way of addressing multiple mailings. DUPLI-SNAP labels are interleaved with smudge-resistant carbon—available in sets of 2 to 6 sheets.

No messy insertion of carbons — one quick pull removes carbons intact, with no time-wasting separating. Each sheet in the set is numbered to simplify sorting, to systematize series of mailings, and to avoid duplications.

DUPLI-SNAP labels are packaged in a variety of quantities, from 14 three-part or 10 four-part sets to money-saving boxes of 84 to 250 sets. Even a four-part multi-color set for special uses.

AT YOUR FAVORITE STATIONER

®T.M. Reg. U.S. Pat. Off.
Duplisnap is Reg. T.M. in Canada

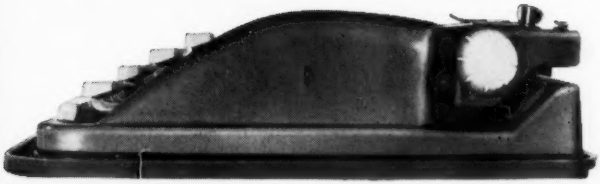
EUREKA®

EUREKA SPECIALTY PRINTING COMPANY
Dept. 21 Scranton, Pa.

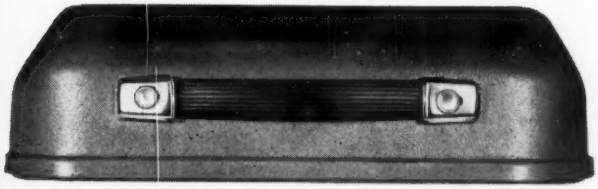
For More Information Circle No. 273

from
any angle
your
best buy

COLE
PORTABLE

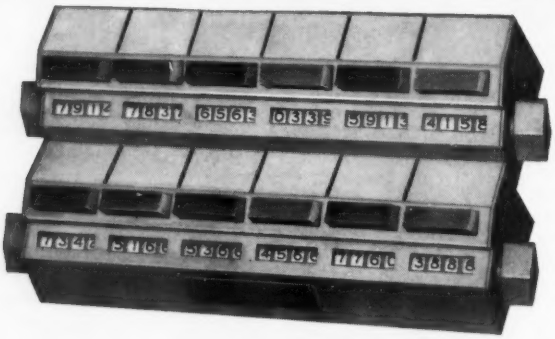


Professional writers like Quentin Reynolds and Kenneth Banghart choose Cole above all other portables, because only Cole has all the important features they demand in a typewriter . . . Mist Green, Desert Sand or Cole Gray. Complete with matching carrying case . . . only **$94.50** plus tax.



COLE STEEL OFFICE MACHINES, INC. • Affiliate of Cole Steel Equipment Co., Inc. • 415 Madison Avenue • New York 17, N. Y.
For More Information Circle No. 301

The New
ALL METAL MULTIPLE-TALLY
by **DENOMINATOR.**



12 Unit-2 Step
All Metal Modular Construction—Common Reset

9 Exclusive New Features to *SPEED* Manual Tabulation

- More compact.
- Lightest touch to operate.
- Shortest stroke to activate.
- Non-slip finger recessed keys.
- 2-color interchangeable key tops.
- Years ahead in functional design!
- Pressure-sensitive title strips in handy dispenser.
- Easier to read. Flush dial windows...easier to clean.
- Load-and-fire action. Positively prevents any "skip action."

Precision engineered to meet your Present and Future Requirements for any desired number of individual counters—assembled to order.

The DENOMINATOR COMPANY, Inc.
261 BROADWAY, NEW YORK 7, N. Y.
Manufacturers of Tabulating Machines for over 45 years

For More Information Circle No. 247

Camera!

The Baptist Sunday School Board in Nashville, Tenn., saved some $40,000 in the first year of its records program by putting into storage records which had occupied 110 four-drawer filing cabinets. Also 2700 cu. ft. of records were destroyed the first year. (See below.)

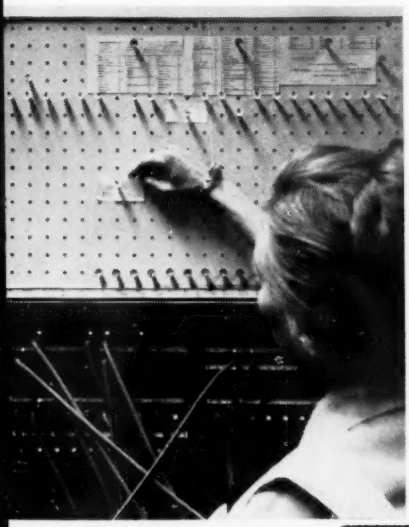
These three tons of records, occupying 180 cu. ft., are a regular one-year accumulation of records ready for destruction. The Baptist Sunday School Board destroys the Paige storage boxes along with the contents since this is cheaper than bothering to reclaim the economical boxes.

On recent press junket aboard Aerolineas Argentinas' new jetliner, magazine writer Juliet Bridgeman typed her copy on a Cole Portable Typewriter which was available to reporters and passengers on the inaugural flight that linked Buenos Aires and New York in 13 hours and ten minutes. William Diehl is looking on.

GF free standing partitions for private offices provide efficency and privacy at the Physicians Casualty Insurance Co., Omaha, Neb. Partitions are made by General Fireproofing Co. and installed by Orchard & Wilhelm Co.

Holes reduce office communications costs 50-90% at Walker-Buerge's Los Angeles Ford showrooms, according to Maurice Buerge. Three-girl staff in central area can serve the 77 employees and all customers. No one need go more than 8 ft. from his desk to reach anyone else.

How Holes Cut Office Costs

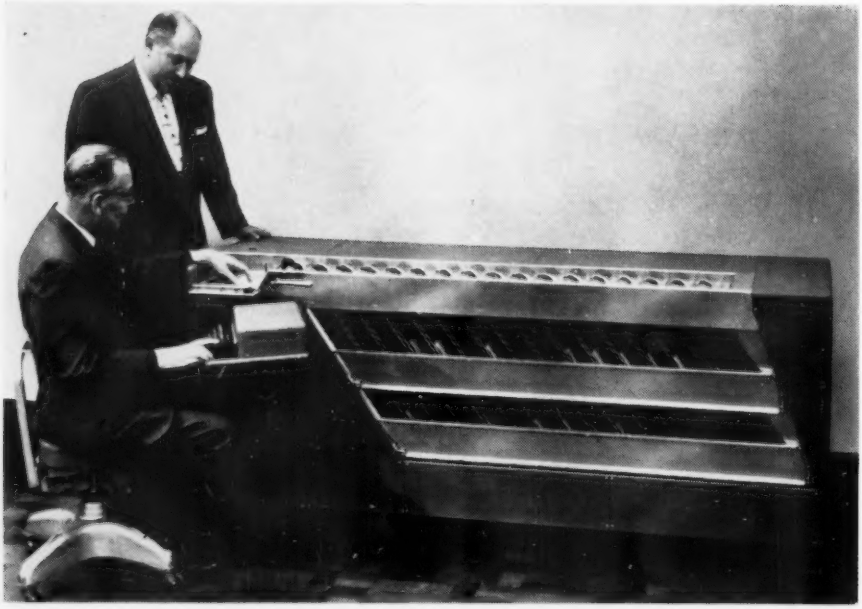


Left: Pegboard over switchboard holds colored golf tees which show where all personnel are at a glance. Black line on tee indicates 15, 30, 45, 60-minute periods by its position. Tees also hold memos for people.

Right: 36 two-way drawers between sales manager's office and showroom allow salesmen to send orders to office and receive processed forms back without leaving their customers.

Sliding glass windows allow executives to dictate to stenographers in central area. Each remains in their own office.

Clarin folding chairs provided special auxiliary seating at the inauguration of Mayor Richard Daley of Chicago in the City Council Chamber. Thanks to the chairs made by Clarin Mfg. Co., a large attendance was comfortably accommodated.



LeRoy J. Benson (seated), president, Universal Business Machines, Inc., and Edward Lustig, president, Circulation Associates, Inc., demonstrate a Keytronic mail sorting machine which can sort 6000 pieces an hour. These men developed the permutation formula which can provide 1936 separations on two passes through the machine.

Henri, Hurst & McDonald, Chicago ad agency, believes office lighting has much to do with creative thinking. Previously (at left), office of Martin Zitz, president, was subjected to glaring reflected light from single position fixtures.

Lighting for Creative Thinking

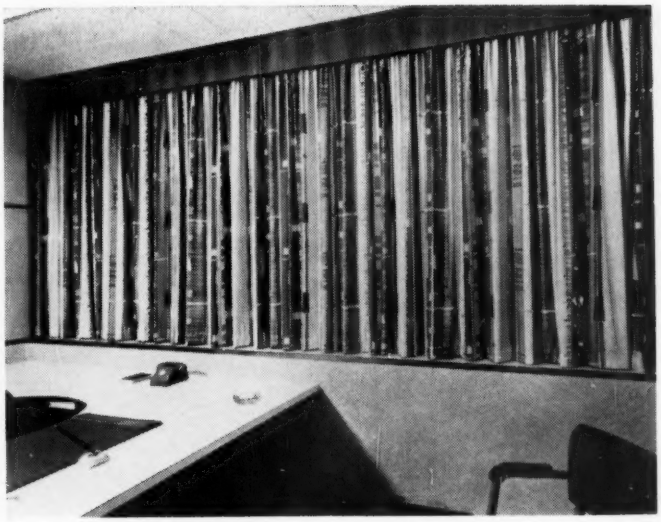
White acrylic bottom now diffuses warm, soft light, complementing the beauty of wood-paneled walls in Mr. Zitz's office. The reel-type Luxwood fixtures were made by the Moe Light Div., Thomas Industries, Inc., Louisville, Ky.

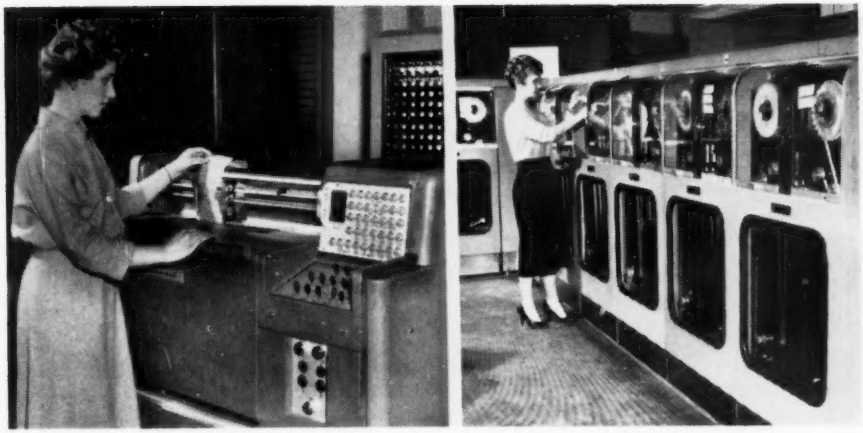
At left, an office prior to the installation of Moe fixtures, shows harsh light reflected from ceiling. At right, soft diffused light is centered on work area by Moe fixture which can be raised or lowered.

Dr. Robert F. Wall of Grand Rapids, Mich., utilized GR Products' Richland Movable Walls to provide the office space a busy optometrist requires. The partitions afford waiting, reception, and refraction rooms as well as a laboratory and private office.

Herbert Phillips, center, wire room head at Francis I. duPont & Co., security and commodity brokerage firm, and Douglas Murphy of AT&T, watch as first message is relayed over 100-word-a-minute punched tape system linking firm's nine west coast offices with New York.

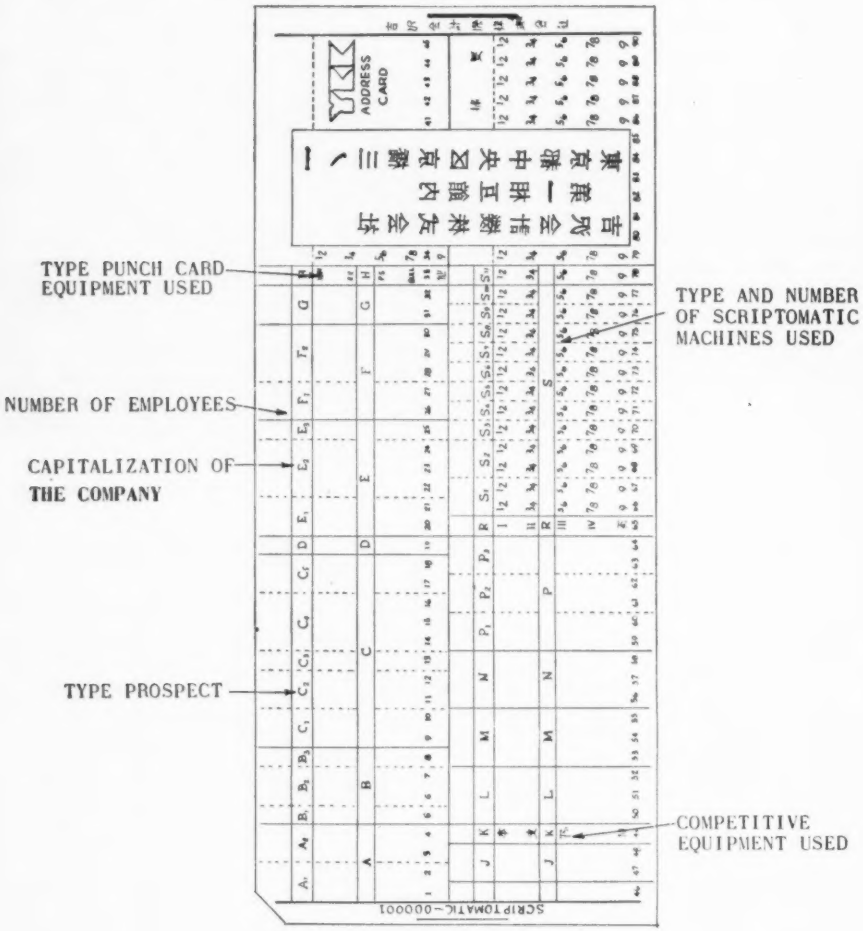
Saranspun drapes highlight the office of R. B. DeWolfe, president, Volkswagen Pacific Sales, Vancouver, B. C. The fabric, by Saran Yarns Co., combines beauty and durability, qualities that are increasingly in demand for office decoration. It is mothproof, non-toxic, allergy-free, washable and fire-resistant.





Color coded, pressure sensitive Tabulabels, made by Avery Label Co., are used to identify reels of magnetic tape used in Remington Rand Univac accounting operation at Buffalo, N. Y. Left, pertinent data is imprinted on the Tabulabels. Right, they are placed on outside of servo units when reels are inserted.

Japanese Tab Card Address Master



A punched card used by the Japanese agent of Scriptomatic, Inc., for analyses of prospective customers. Because of the size of the Japanese alphabet, only numeric data is punched in the cards which also serve as address masters. The three lines of Japanese characters on the card contain the name and address of this prospect and, as you have undoubtedly noticed, are in mirror image—typed on a flatbed Japanese typewriter while the card was backed up by spirit carbon. Punched card address masters are run through a Scriptomatic addressing machine to address envelopes or other mailing pieces.

multisumma 22

The Olivetti Multisumma 22 Adding-Multiplying Machine, newest addition to the Olivetti line, is now available through Olivetti dealers. A high-speed (220 cycles) machine, the Multisumma 22 features a unique, simplified method of multiplying, and has other exclusive advantages. We believe it is the best buy on the market, and would like to show you why, on your own work, at your convenience. For a demonstration, or for information, call your Olivetti dealer or write to the address below.

you

Olivetti, world's largest manufacturer of printing calculators, offers 14 Olivetti figure-work machines and typewriters through dealers in every city. Among them, you will probably find one to fit your particular needs as if custom-made. For the name of your nearest franchised Olivetti dealer, write to Olivetti Corporation of America, 375 Park Avenue, New York 22, New York.

olivetti

For More Information Circle No. 259

World's Finest Electric Pencil Sharpener

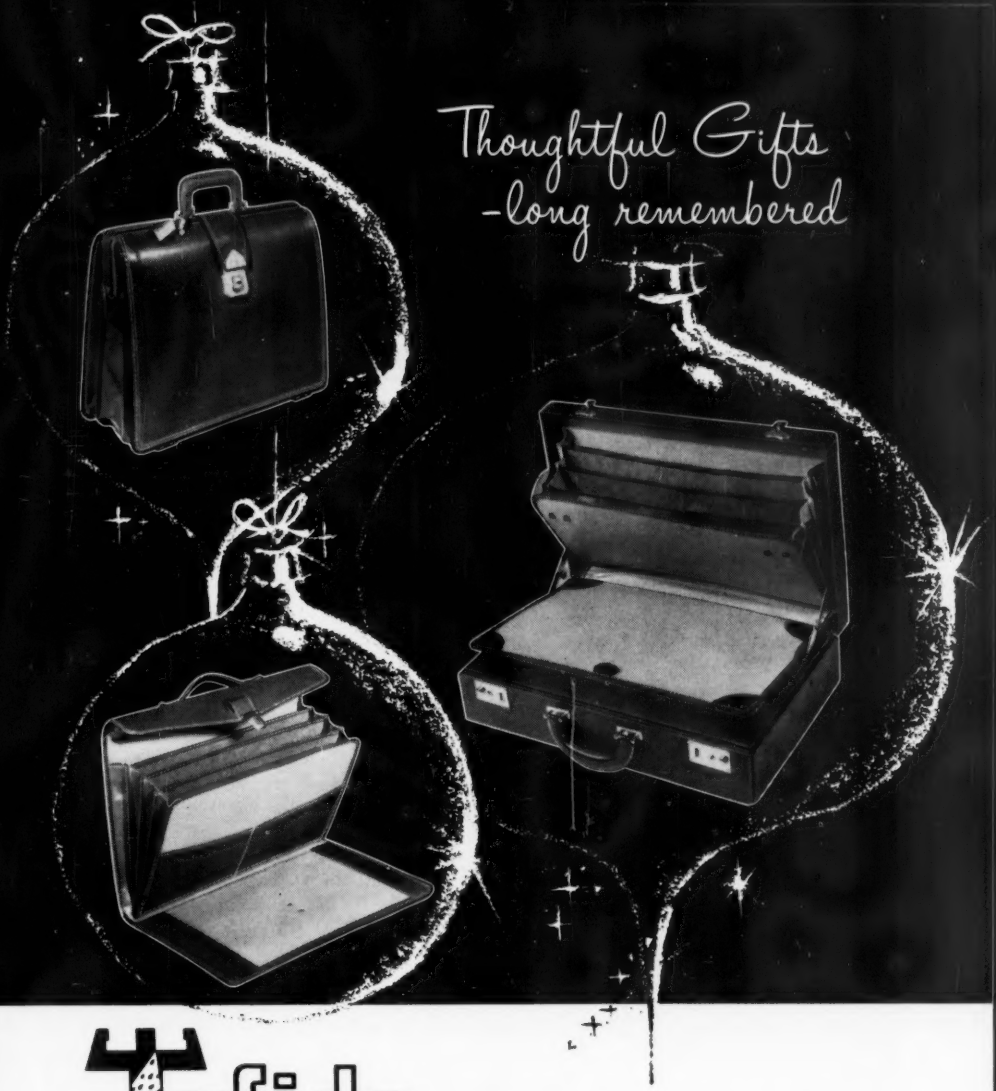
Electro Pointer sharpens instantly . . . automatically . . without loss of time, effort and materials. Puts a perfect point on any size wooden pencil . . . won't "eat up" your pencil like out-moded hand sharpeners often do. You can Sharpen your entire stock of pencils in one effortless operation.

Try it, and you'll buy it . . . The Electro Pointer sells itself!

PROVEN FOR MORE THAN 16 YEARS

STILE-CRAFT Mfg.
1825 MACKLIND · ST. LOUIS 10, MO.

For More Information Circle No. 245



Tufide BUSINESS CASES

LOOKS like leather • **FEELS** like leather • **OUTWEARS** leather 5 to 1 • **UNCONDITIONALLY** Guaranteed 5 full years!

A prized possession of business and professional men. Stebco TUFIDE's famous quality assures them a Case suitable for every occasion. A lasting Gift that will be remembered and appreciated even at Christmas, 1970! Available at Office Supply, Luggage and Department Stores . . . in popular executive colors.

STEIN BROS. MFG. CO. • 1401 W. Jackson Blvd. • Chicago 7, Ill.

Over 40 years of superior quality and experience

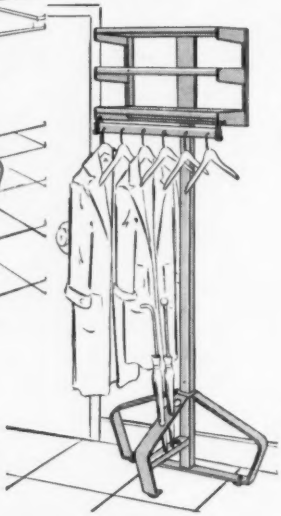
For More Information Circle No. 352

best for your office

BORROUGHS
GARMENT RACKS

and the most for your money

Do you have a one-man office or a one-floor suite? Borroughs has a line of garment racks for either — from 6-garment capacity to any number you wish. These racks are not only the best looking and most durable racks you can buy, but they provide exclusive Borroughs features that assure you top value for your dollar. Just to name a few . . . the mar-resistant hanger bar can be reversed to increase hanger capacities at will . . . apex-ridged shelves help to keep hats clean and shapely . . . rubber shoes protect floors . . . functional umbrella holders are built in. Send for all the facts today!



Borroughs' exclusive "Wonder Bar" can easily be reversed to increase hanger capacities on all Borroughs racks.

send for literature

24-page price list illustrates, describes and prices the entire line of Borroughs metal office furniture.

BORROUGHS MANUFACTURING COMPANY OF KALAMAZOO

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK ST. amp® KALAMAZOO, MICHIGAN

For More Information Circle No. 248

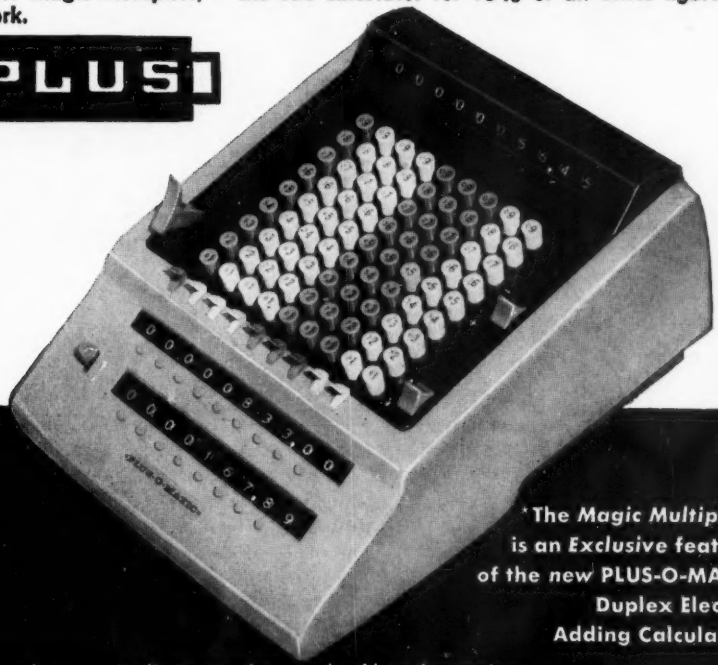
WHY USE TWO

WHEN ONE WILL DO?

Why use separate adding and calculating machines when *now*, you can do *all* your addition, subtraction and multiplication on one?

It's the *all-new* PLUS-O-MATIC Duplex Electric Adding Calculator, with "The Magic Multiplier,"* the *one* calculator for 95% of all office figure work.

PLUS



*The *Magic Multiplier* is an *Exclusive* feature of the *new* PLUS-O-MATIC Duplex Electric Adding Calculator.

Faster because it eliminates thousands of key depressions.
More Accurate because all work-results are constantly in view.
Easy to Operate because it's so simple. Anyone can use Plus-O-Matic.
Ask for a demonstration. You'll agree that PLUS-O-MATIC'S *Magic, Plus!*

PLUS Computing Machines Division

CONTROL SYSTEMS, INC.

5 Beekman Street
New York 38, N. Y.
REctor 2-0045

Representatives in Principal Cities

For More Information Circle No. 275

HE'S DEMONSTRATING

PLASTISOL®

THE NEW ALL-PURPOSE CARBON PAPER

One weight, one finish! Plastisol handles every typing requirement with every typewriter.
Outperforms them all! Plastisol delivers clean, permanent copies with the uniformity you've always wanted.
See it in action! Plastisol carbon paper will be demonstrated without obligation in your office. Write or phone for an authorized Columbia representative to call.

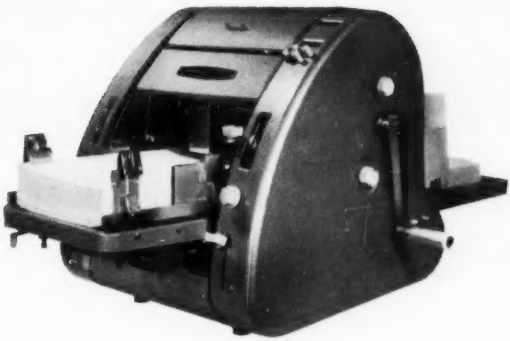
PLASTISOL BY Columbia®

COLUMBIA RIBBON & CARBON MFG. CO., INC., GLEN COVE, NEW YORK
COLUMBIA RIBBON & CARBON PACIFIC, INC., DUARTE, CALIFORNIA

For More Information Circle No. 257

Roneo 750, the world's most advanced machine. Built for long runs at high speeds to 180 copies per minute. Will produce printing press quality text and halftones. Has 3-way adjustment for precision registration. Automatic inking gives up to 26,000 copies per lb. of ink. First copies are usable. Absolutely clean color change in twenty five seconds. See your dealer or write: "addo-x inc," 300 Park Ave, New York 22, New York, Pl 5-5420

RONEO



► RONEO 750 ◄

For More Information Circle No. 249

FINER MATERIALS for BETTER PRODUCTS

DOMESTIC IMPORTED

Quality materials and supplies for
Carbon and Ribbon Manufacturers

TYPEWRITER RIBBON FABRICS

Fabrics that have been specially designed
and woven to produce really better ribbons.

Möller Products Corp.

80 RIDGE ROAD NORTH ARLINGTON, N. J.

TELEPHONE WYMAN 1-5100 (NEW YORK: HANOVER 2-5425)

For More Information Circle No. 417

Right Reading Photocopies . . . Xerographic Exposures . . . Line and Halftone Negatives . . . All from the Versatile Kenro Camera

The Xerographic Head and Prismatic Head added to the precision built Kenro Camera make it the most versatile camera available today. Application of these accessories is varied, simple and useful.

The Xerographic Head (A) permits you to make fast easy xerographic plate exposures. It has a simple adjustment that allows uniform gripper margins on the plate, eliminating time consuming press cylinder adjustments.

With the Prismatic Head (B) you can make *reproduction quality* right reading photocopies, negative or positive, on film or paper, in one shot, enlarged to 4X, reduced to half size. Color too, can be shot using direct color print material.

With the Standard Head (C) you can make line negatives up to 14″ x 18″ and halftone negatives by Magenta or Autoscreen methods. Enlarges 3X, reduces to ⅓ with standard Goerz lens.

The Kenro "Vertical 18" Camera is the result of years of experience designing and perfecting a precision camera, built on the rigid and economical vertical principle. Each camera is individually aligned at the factory and is delivered fully assembled. Focusing and sizing are done with pin point accuracy using counters and micro dials which also permit hairline resetting. The reflector flood lights supply flat uniform instant lighting. Exposures are controlled by an automatic reset synchronous timer which permits any desired exposure from three seconds to 3 minutes. The heart of any fine camera is, of course, the lens. The Kenro Camera uses a diaphragm equipped Goerz color corrected lens, the standard of quality throughout the graphic arts field.

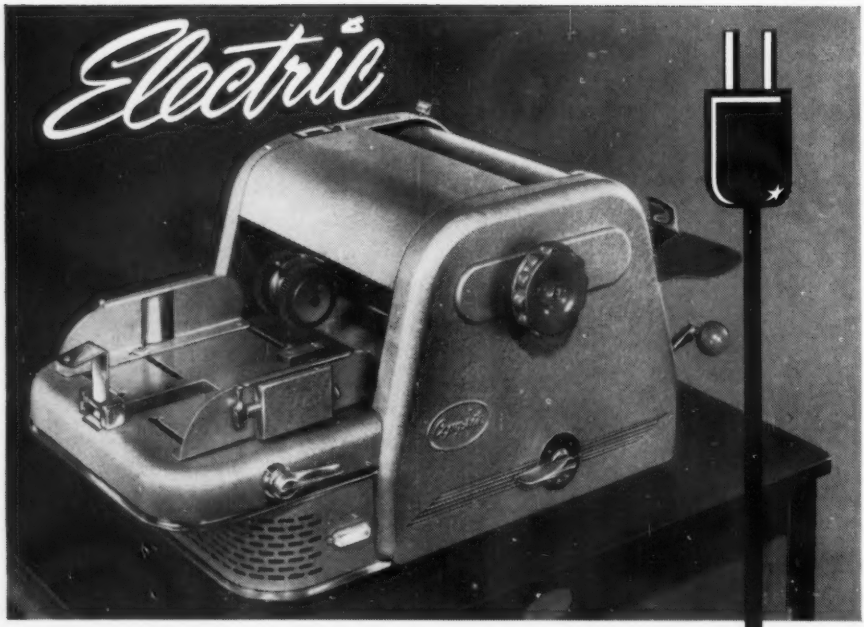
The Kenro "Vertical 18" Camera, complete with Goerz lens, lights, and standard head costs only $1250 f.o.b. Chatham, N.J. Xerographic and Prismatic Heads, Vacuum Back and extended range lenses are optional extras.

Write for complete information.
Ask for demonstration if desired.

KENRO GRAPHICS, INC.

Dept. F-7, 25 Commerce St., Chatham, N. J.

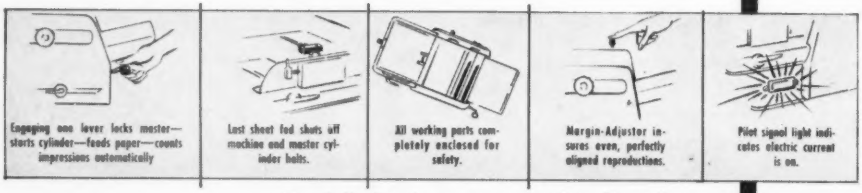
For More Information Circle No. 226



Golden Streak *Electric*

SPIRIT DUPLICATOR

Clean, sharp copies without ink, gelatin, type or ribbons . . . the speed and efficiency of an all-electric operation, plus the most advanced features found in any spirit duplicator! Finest hammerloid finish keeps clean longer, keeps beauty longer.



For full details on our complete line of Spirit and Stencil Duplicators and Supplies, Write Dept. O-19.

copy-rite by
WOLBER DUPLICATOR AND SUPPLY

2101 West Cortland St. • Chicago 14, Illinois
Redwood City, Calif. • Brooklyn, New York

Copy-rite DUPLICATORS

For More Information Circle No. 280

photo-compose your own type

HEADINGS,

charts

DISPLAYS

visuals

No Trays

NO darkroom

Completely Automatic

Vari-Typer® HEADLINER

The great variety of styles and sizes (up to 72 pt.) gives you limitless type for any method of reproduction, or for use in signs, nameplates, tags, etc. Ideal for projection use. Your office girl simply dials the copy and the rest is automatic. The *Headliner* delivers the micro-sharp, smudge-proof copy, instantly ready for use. Mail the coupon for samples and literature.

(Text by Vari-Typer, Headlines by Headliner).

VARI-TYPER CORPORATION
SUBSIDIARY OF
ADDRESSOGRAPH-MULTIGRAPH CORPORATION

CUTTING COSTS IS OUR BUSINESS

VARI-TYPER CORPORATION *Dept. H-71*
720 Frelinghuysen Ave., Newark 12, N.J.
Please send VARI-TYPER Book H

NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE...STATE.....

For More Information Circle No. 240

For

BUSINESS...SCHOOLS...CHURCHES ...ORGANIZATIONS

SPEED-O-PRINT'S

ALL-NEW

Automatic Addresser

$129.50

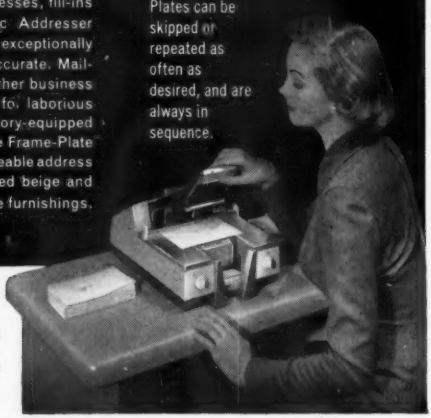
PLUS FEDERAL EXCISE TAX

Using

LIFETIME METAL PLATES
NON-SMUDGE RIBBON INKING

Wherever there is a need for repetitive writing of addresses, fill-ins and imprints, the all-new Speed-O-Print Automatic Addresser provides a time-saving, error-eliminating solution at exceptionally low cost. Impressions are clear, sharp and always accurate. Mailings are ready hours earlier . . . payroll, inventory or other business forms are prepared in a fraction of the time required for laborious hand methods. Automatic re-winding of ribbon. Factory-equipped for popular "B" Style Frame-Plate. "E" or "CB" Style Frame-Plate machines available upon special order. Low-cost replaceable address plates provide economical revisions. Finished in baked beige and brown enamel with chrome trim. Blends with any office furnishings.

Plates can be skipped or repeated as often as desired, and are always in sequence.



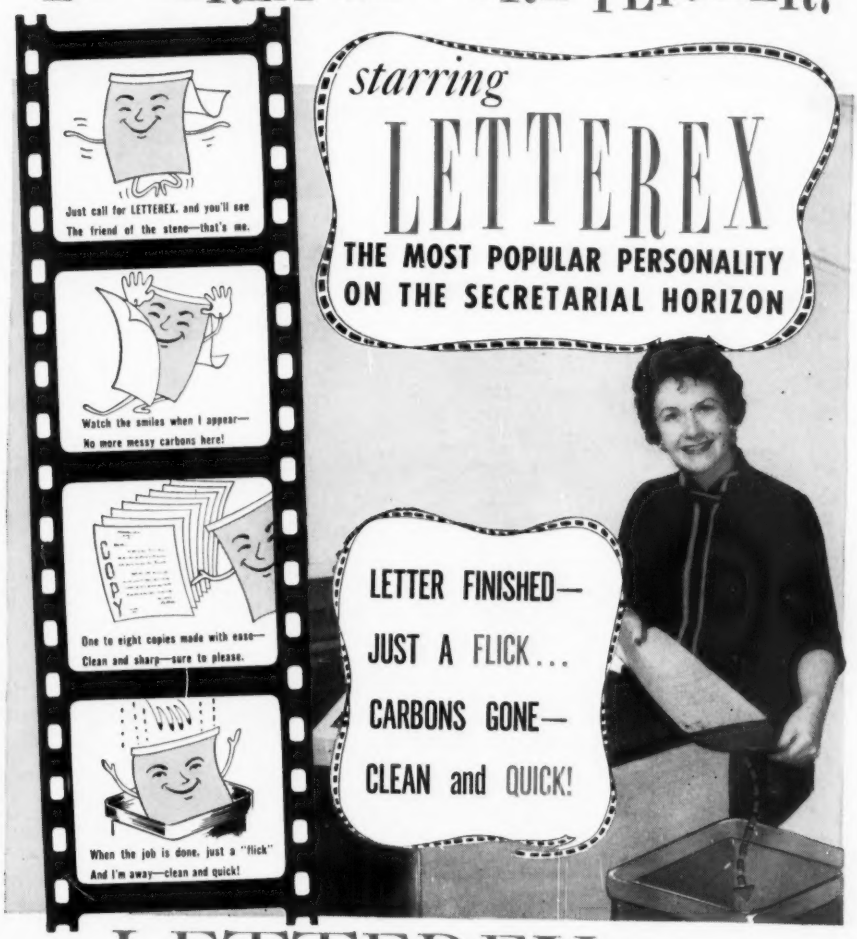
***Speed-O-Print* CORPORATION**

1801 W. LARCHMONT AVE. • CHICAGO 13

For More Information Circle No. 260

presenting a

LETTEREX FEATURE FLICKER!



THE LETTEREX CORPORATION

WASHINGTON NEW YORK BALTIMORE CHICAGO ST. LOUIS

CLEARLY A QUALITY PRODUCT

For More Information Circle No. 278

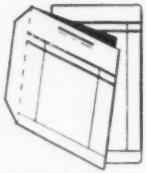
Everything's the same... -except the Name!

was– modern BUSINESS FORMS MFG. CO.

now– Bedinghaus Business Forms COMPANY

333 West Court Street
Cincinnati 2, Ohio

SNAP-A-PART



FOLD OVER (SR-1)

CONTINUOUS FORMS

We have built a solid reputation as one of the leading independent lithographers of business forms. Now we are adopting our family name, in order to give better identity to our products.

We deliver in days, not weeks . . . are large enough to produce economically . . . small enough to care. Tabulating or Snap Sets on NCR Paper or Carbon Interleaved. Wide range of stock forms lithographed in blue ink on NCR paper. Trademarks, logos and photos, including tricky halftones, accurately reproduced.

Write, Wire or Phone for Name of the Friendly Bedinghaus Distributor Near You!

BEDINGHAUS BUSINESS FORMS CO.

Phone: GA 1-7111 Telefax FBD

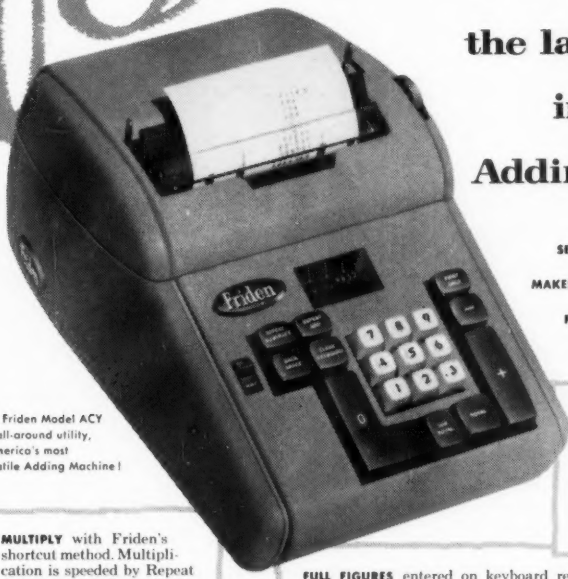
For More Information Circle No. 266

NEW WIDE PLATEN permits quick validation of tickets, passbooks, envelopes, deposit slips and other forms by convenient front insertion. Machine accepts tape rolls up to 4¾" wide, forms up to 5½" wide.

NEW L-SHAPED ZERO BAR makes Friden's famed *Natural Way* keyboard even more natural to use...helps an operator trained on other-type adding machines to feel "at home" quickly when transferring to the Friden.

Friden Presents

the latest advance in 10-key Adding machines



New Friden Model ACY has all-around utility, is America's most versatile Adding Machine!

SEE FOR YOURSELF WHY FRIDEN MAKES THE NATURAL ADDING MACHINE FOR YOUR BUSINESS TO BUY:

"NATURAL WAY" Friden-patented keyboard "cradles" your working hand, fits either right or left hand without requiring usual cramped positioning. Fingers feel at home on over-size, plainly labeled Control Keys, all of which are live, instantly responsive!

MULTIPLY with Friden's shortcut method. Multiplication is speeded by Repeat Subtract and Back Space keys, with automatic step-over of multiplicand!

FULL FIGURES entered on keyboard register in Visible Check Window before they are printed or added—you never need to "go it blind." On no other 10-key U.S. adding machine—*only from Friden*—do you get this proof-of-accuracy!

Friden *has the system*

More useful adding machines are one of the ways...

Today's need for speedier, lower-cost figuring specifies the Friden Natural Way Adding Machine for *your* office! Call your nearby Friden Man or write Friden, Inc., San Leandro, California. Instruction, sales and service throughout U.S. and the world.

FRIDEN SILVER ANNIVERSARY • 1934-1959

For More Information Circle No. 252

NOW . . . ANYONE can do PROFESSIONAL QUALITY PLASTIC BINDING!

with these **HAND-OPERATED**

PLASTICO

PUNCHING & BINDING UNITS

Model 24 Punching Unit

Precision-punches pages fast and easy with powerful SHEARING ACTION!

Model 24 Binding Unit

Just insert cover and pages . . . pull lever . . it's PLASTICO-BOUND!

SO EASY, SO SMART, SO QUICK!

Two simple operations complete a PLASTICO BINDING *in minutes!* Precision machines guarantee professional results. And these *easy-to-operate* machines cost so little they soon pay for themselves—save you money from then on in. Catalogs, brochures, manuals, financial reports, price lists and many other items are all easily bound for a long life of service.

Exclusive ARCH DESIGN for added strength and beauty

A FEW PROFITABLE TERRITORIES OPEN for live-wire distributors.

Punching and Binding Machine sales create continuous repeat-profits on plastic binding elements. Write on your business letterhead for full details.

P.S. We also manufacture power equipment.

For More Information Circle No. 244

PLASTIC BINDING CORPORATION

Originators of Plastic Binding in America

732 Sherman St., Chicago 5, Ill. • 15 West 24th St., New York 10, N. Y.

FREE BOOKLET

PLASTIC BINDING CORPORATION
Dept. O 732 Sherman St., Chicago, 5 Illinois

Please rush FREE BOOKLET giving me full information about the new PLASTICO Hand-Operated Punching and Binding Units for office use.

Name _____ *Title* _____

Firm _____

Address _____

City _____ *Zone* ___ *State* _____

A Timecard for Cash Wages

ERNST HARPUR

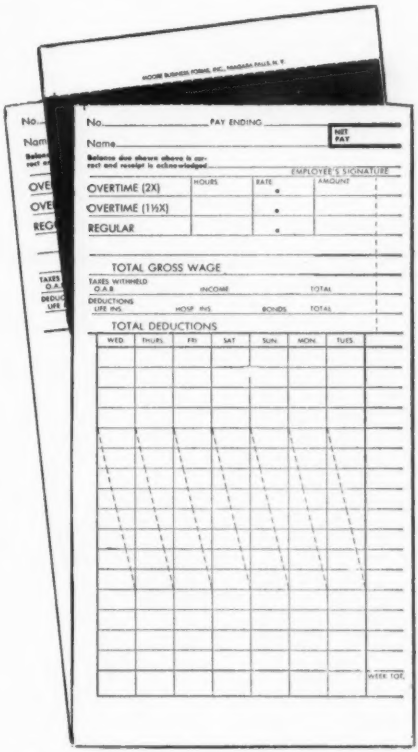
MANY CONCERNS that employ unskilled labor are required to pay a weekly cash wage. In practically all such cases, pay is based on an hourly rate, computed on total hours worked weekly. Because these employees may be "untutored" in wage computations, misunderstandings and complaints may arise if they are unable to correlate hours of labor, gross pay and net pay to the cash they receive. In such cases, pay information can be simplified by a slight change in the timecard system.

An example of this is the modified time-card system of One Hundred Fifty William Street Corp., New York, which employs about 150 unskilled workers in its maintenance crews. The corporation's superintendent found that the manual writing, on pay forms, of total hours worked, total deductions and net pay, verified by an adding machine tape inserted in the pay envelope, did not work satisfactorily. When the employee received his pay, he took out the cash and returned the envelope as his receipt of payment to the company. In addition to the questions raised, Mr. Wolinsky found that the system added to his clerical overhead, inasmuch as a great amount of time was spent preparing the pay forms, verifying tapes, etc. Further, separate records had to be maintained for timecards, pay receipts, verifications, with extra time and space needed for filing and cross references.

A new timecard was designed to combine both the time worked record and the employee's earning record. The illustration shows the two manila cards which are used for time-stamping purposes. The two parts are bound at the top in a stub with a short carbon paper. The parts are joined at the bottom in a fold for easier insertion into the timeclock.

In advance of each pay period, the pay clerk prepares the cards by typing clock number, employee's name, pay period covered, etc. This data is carbon copied onto the upper section of the

(Continued on page 179)



The carbon interleaved timecard form.

A Retention System for General Correspondence Files

BEN F. GREGORY, Records Management Analyst, Tennessee Valley Authority, Chattanooga

GENERAL CORRESPONDENCE is a term widely used loosely to describe not only letters and memoranda used in the day-to-day transaction of business, but also completed forms, instructions, reports and other documentary materials. In the general correspondence files of most organizations you will find some, if not all, of the most valuable records. Much of the organization's history, its basic objectives, its plans, its policy developments, and its future goals lie somewhere in the general correspondence files.

Despite effective paperwork controls, a sizeable percentage of general correspondence received for filing quite obviously will serve a useful purpose during the growth stages of a transaction or development. But beyond their temporary usefulness, they clutter up the file. Even under the best controlled systems, they will comprise 25% of the total volume of the general files. Under lax management control, they may comprise 50% of the total. In either case, the waste of expensive floorspace and file equipment, while important, does not begin to compare with the loss of executive time required to leaf through all the temporary materials in a file, sent at his request, in order to get at the important documents he wants to see.

Here's a simple, and practically foolproof way to solve this problem, be your

Sample list of routine file material classified as temporary and destroyed after a two-year retention period. Material is described and exceptions indicated.

1. GENERAL
   (a) Mailing lists; corrections in mailing addresses.
   (b) All material about U. S. Savings Bonds and bond drives, except commendations and certificates of achievement.
2. ADMINISTRATIVE
   (a) Cover memorandums for administrative releases; check lists; revisions to administrative release mailing list.
   (b) General TVA announcements not directly related to the Division of Materials program.
   (c) Correspondents about scheduling, canceling, and arrangements to attend meetings and conferences; agenda and proposed agenda items; transmittals of minutes of meetings; minutes of meetings not directly related to the Division of Materials program.
   (d) Informational releases or publications (usually printed) from outside agencies or other TVA divisions not directly related to the Division of Materials program. (Contact the District Records Officer before disposal of TVA bound reports.)
   (e) White tissue copies of routine correspondence sent to the division office by the branch offices for information.
3. PERSONNEL ADMINISTRATION
   (a) Recruitment; qualifications; employment notices; including personnel requisitions outstanding; correspondence with or about applicants.
   (b) Requests and arrangements for status changes, transfers, and terminations. (Does not include any reduction in force material.)
   (c) Leave and vacation schedules; requests for leave; notices of leave balances; leave audit correspondence; material about holidays.
   (d) Routine correspondence and printed material about the retirement system. (Does not include correspondence about individuals.)

files large or small.

1. *Identify temporary file material,* first by broad categories, then within each category by concrete items. List these items, organized properly within the broad subject categories. Pull two or three good samples of each item from the file and attach them to the list, numbered or coded to identify them with their listed descriptions.

2. *Determine the average lifetime* of the materials you have listed, if you are in a position to make that determination. If not, suggest it to whoever must approve it. Resist the temptation to set several different retention periods for the items you have listed. True, the items may have different values, but you will have less trouble if you stick to one period for all: the average. After you have determined or suggested the appropriate retention period, get signature approvals of it. Don't accept verbal approvals; humans have a tendency to back out on them.

3. *Make the file operator solely responsible* for the application of the approved list to all materials received for filing. Instruct the file operator to apply the list to all incoming material by writing the letter "T" on the upper left corner of all file pieces fitting the itemized description on the authorized temporary list. This is in addition to the subjective filing code normally placed in the upper right corner. In the pre-file sort, the "T" material goes into a separate stack, or box, from permanent material which has no retention code on it. This is where the road forks for file receipts. The "T" materials go into a separate file from the permanent materials, though both files use the same classification system. Either set up the temporary file in a separate drawer or cabinet in the fileroom, or set up the temporary folders with different color labels behind the permanent folders in

---

(e) Selective service material and military leave data.
(f) All correspondence regarding gratuities.
(g) Routine correspondence and printed material regarding hospitalization, group insurance, and social security.
(h) Printed material about negotiations between management and employees and the Trades and Labor Council; printed routine reports from unions and associations; agenda and minutes of cooperative conference meetings, except minutes of the Division of Materials Cooperative Conference and the Valley-Wide Conferences.
(i) Printed material about the suggestion system. (Does not include memorandums from the division director.)
(j) Notices of induction and in-service training; announcements and schedules of training classes and field trips; lists of employees who attended office training classes; routine field trip reports. (Does not include training courses for purchasing agents and replacement training or any material pertaining to the development of training plans and programs, or the plans, outlines, and programs themselves.)

4. BUDGET AND ACCOUNTING
(a) TVA Financial Statements. (Contact the District Records Officer before disposal.)
(b) Accounts payable file (correspondence with vendors regarding invoices).
(c) Material about year end closing, including unnumbered form, Commitments Not Covered by Purchase Orders.
(d) Estimates of office equipment, supplies, and space. Estimated requirements for office equipment. Estimated changes in space requirements. Estimates of transportation equipment. Estimated requirements for vehicle use.

5. OFFICE SERVICE
(a) All material about telephone, telegraph, and mail service, except copies of contracts for telephone service which are still in effect, and service complaints.
(b) Correspondence and forms concerning office space which is no longer occupied.

6. TRANSPORTATION AND TRAVEL
(a) Correspondence and forms about travel; mileage reports; itineraries for trips; courtesies exchanged after trips; hotel

the regular file. In either case, the temporary file is used during its approved lifetime in the same way as the permanent file. As soon as the temporary retention period has expired, the "T" materials are destroyed, leaving the permanent file uncluttered.

Along with the retention filing system outlined above, certain points will occur to you about its use. The system won't operate itself, so don't adopt it unless your file operators are reasonably capable people. By capable I mean an operator who can use any subjective coding system to organize the current records in a file for effective use, and can do it consistently. Shortly before the first temporary material becomes disposable, have someone outside the file, who is qualified, make an objective check of the temporary file to assure that the temporary list has been applied correctly. If this check shows as much as 1% error, repeat the process prior to the next scheduled disposal, and so on until the error percentage drops below 1%.

Keep the temporary list up to date. Try as you may, you are not likely to come up with a complete list of temporary items on the first attempt. Revise the authorized list frequently to add, delete or modify the items originally approved, but require the same signature approvals of these changes as for the original list.

One of the nicest features about retention filing is that it can be applied retroactively to the very beginning of your file or files, once you get an approved temporary list. This obviates the old, painful—and dangerous—process called "weeding." Without a doubt, the so-called "rainy day weeding" of worthless papers in a correspondence file has been the perpetual scourge of file operation, mostly because so few rainy days

(Continued on page 178)

---

and pullman reservations; and flight schedules.

(b) Vehicular assignments and transfers.

7. PUBLIC RELATIONS

(a) Library services including Index of TVA News; library accessions; news releases and clippings not directly related to the Materials Division program; bibliographies; requests for, transmittals and acknowledgements of publications and reprints.

(b) Correspondence about speeches and articles; preliminary drafts of speeches and articles prepared by the Division of Materials; and arrangements for speaking engagements. (Does not include appraisals of speeches and articles prepared by the Division of Materials.)

(c) Correspondence regarding motion picture films, slides, negatives, and prints.

(d) Correspondence about social gatherings, dedications, etc.

8. HEALTH AND SAFETY

(a) Correspondence and printed material about preventive medicine such as immunization schedules, x-ray schedules; treatment of injuries and accidents; and medical services available, such as physical examinations, entrance, in-service, and termination.

(b) Vehicular accident bulletins; safety bulletins; chargeable injury experience.

(c) Correspondence and printed material about first aid training.

9. MATERIALS, EQUIPMENT, REAL PROPERTY

(a) Routine publications and releases from railroads, coal companies, cement companies, steel companies, and others. (Does not include publications in which directories are listed or regulations still in effect which apply directly to the Division of Materials functions and/or policies; for example, releases from GSA, Dept. of Labor, etc. which support or influence the division functions.)

(b) Requests for general information and informational materials, transmittal replies, and routine acknowledgements. Does not include correspondence involving or recording research.)

(c) Correspondence requesting changes in lists of items available for purchase from GSA.

How the Decorator Solves Some Office Problems

LAWRENCE LERNER, President,
Michael Saphier Associates, New York

OFFICE DESIGN and decoration have come of age. No longer fortuitous, these elements play an increasingly important role in company planning. Not only are today's offices becoming more colorful and comfortable, in many cases their design and decoration can overcome a problem. Sometimes this is simply a matter of stimulating flagging morale, embodying corporate image, creating prestige. Frequently the problem is more specific.

For instance, when we designed and decorated the new offices of Standard Packaging Corp. in New York our problem was to handle it in such a way that executive areas could be expanded at will. What we termed an "executive nuclei" was decided on as a prerequisite with the following minimums:

- Private offices for the board chairman and the president.
- Small private offices for the secretaries of each of these executives.
- Immediately adjacent to the chairman's office, sales executives.
- Immediately adjacent to the president's office, financial executives.
- As much flexible conference space as could be worked in.

The nuclei was laid out around a large floating conference room capable of seating 20 people. Flexibility throughout was our goal. Areas other than those allotted to the sales and financial departments were designed so that they could be vacated, and sales and financial personnel moved in, without construction or decoration being necessary. We made expansion, in terms of additional space, as simple as possible.

This took care of the design, but how about decoration? Standard Packaging deals in contemporary products and is constantly alert to improve these in terms of design and color. We therefore had to come up with a scheme of decoration that would be both contemporary and convey a sense of stability. We tackled this in several ways.

In the case of the main lobby (Fig. 1) we used traditional leathers on modern frames; marble tops on aluminum legs; and a great deal of fine grain walnut paneling. In the executive lobby (Fig. 2) we still followed a contempo-

Fig. 1. Friendly atmosphere of main lobby at Standard Packaging Corp., New York, is created by leathers and walnut paneling.

rary style but a more severe note was established with more formalized chairs and a yucca stone panel.

The offices of the board chairman (Fig. 3) and the president (Fig. 4) were identical in layout, but while the former devotes much time to sales and accepted a more colorful office, the latter, more engaged in corporate matters, preferred darker woods and furniture of more traditional form.

The sales reception area (Fig. 5) was given a touch of glamor. Here furniture of very modern design was used to build up an atmosphere of prestige with a brilliant, multi-colored Navaho rug providing a focal point. With a minimum of alteration, this area could be turned over to another department.

Furniture used throughout these offices was by Laverne, Inc., Herman Miller and Jens Risom; lighting by Lightolier, Inc., and Hansen Lamps; equipment by Arc Apex Equipment Co.; floor coverings by Seamloc Carpet

Fig. 2. While still modern in design, more severe note of executive lobby is achieved by use of more formalized chairs and yucca stone backdrop.

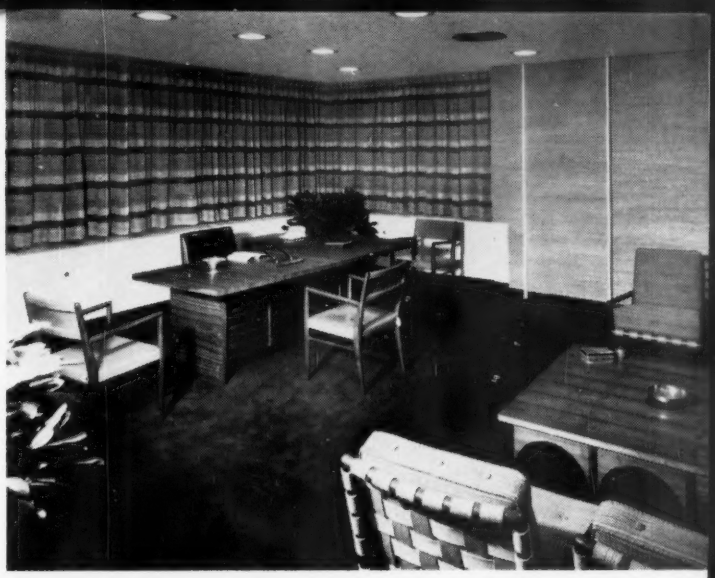


Fig. 3. The office of the board chairman, though identical in layout with the president's office (below), is more colorful because the former devotes more time to sales.

Co. of Scotland, Templeton, Mohasco Industries, and Rugcrofters; drapes by Norbar, Rowen, Thorp, and Stroheim & Romann.

A somewhat different problem in design and decoration was presented by the new marketing center for Gulf Oil Corp. in Philadelphia. This, for the sake of convenience, we shall consider as two problems.

The first was to determine Gulf's space needs with an eye to future expansion. The company's local offices were scattered throughout several buildings in the central city and downtown areas. Gulf wanted to move these offices into a new building to be built in a semisuburban area. Management *believed* it would need *x* amount of space based on rough totals of the square footage occupied by Gulf offices on a current basis. The company wished to

Fig. 4. The president's office uses darker woods and furniture of more traditional design because its occupant prefers a more conservative atmosphere.

substantiate this empiric estimate and use its future growth requirements to determine the shape and character of the new building.

In order to have a rationale with which to work, we made an economic projection of the petroleum industry on a national basis. We then reduced this to the five-state area served by Gulf's marketing division in Philadelphia. We found there were 92 categories of employees involved, that there had been growth in each category (from 1946-55) as against an increase in sales of so many gallons of product. This enabled us to establish a growth curve and, using the national growth projection as modified to the five-state area, to project this curve to 1982. A master chart was prepared to translate this data into space requirements and locate these in spacial relationships.

Core of the building's activity was an accounting setup requiring 35,000 sq. ft. of floorspace. This comprised three separate accounting functions each constantly in contact one with the other. We decided to make the building T-shaped. Functionally, it was to be a "sandwich." The "meat" in the sandwich would be the accounting floor. The floors above would accommodate sales, engineering and administrative executives; those below, such departments as filing, mailing, stenographic and payroll.

Now we came to our second problem. Having determined department relationships and the forms of the space required, we had to hit on a suitable scheme of decoration. One fact in particular influenced our thinking in this regard: the entire personnel were being moved from a city location to a semi-suburban one. This meant that many benefits of location were being given up and would need compensating. It was our job to achieve this in the form

Fig. 5. Abstract sculpture, exotic plants and a startling Navaho rug give a feeling of glamor and prestige to the company's sales reception area.

Fig. 6. New Philadelphia offices of Gulf Oil Corp. feature three colors to which equipment, walls, ceilings, floors and partitions conform.

of the building, improved workspace, more comfort, and the substitution of prestige for location.

A color scheme for the building was worked out. It included desks, walls, ceilings, floors, partitions, and equipment such as file cabinets and telephones (Fig. 6). Every floor was

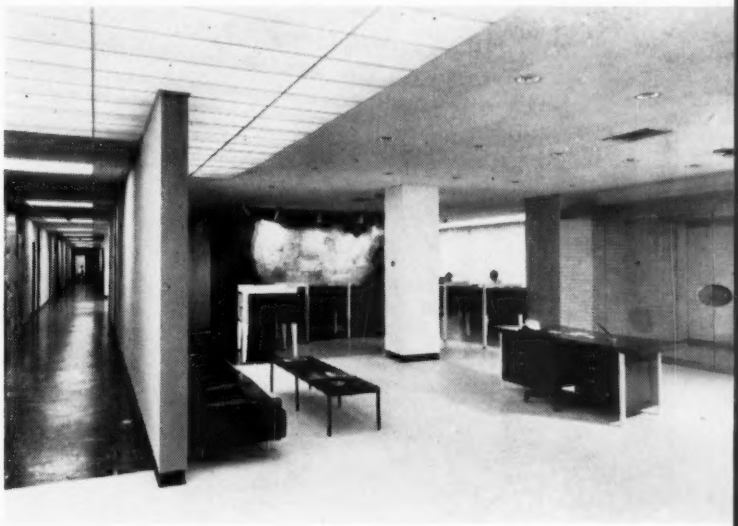


Fig. 7. Waiting area is designed for maximum focal interest. Note illuminated wall map dramatizing the company's operations.

worked through in three colors, to which these items were matched.

Though all furniture was standardized, as to material and size, its color was not. Concerns such as Herman Miller, Knoll Associates, Edgewood Furniture Co., Richard Draper, and Dunbar supplied furniture items; Seamloc and Chelton Mills the floor coverings; Litecontrol and Finland House, the lighting; Lehman Connor Fiberglass, Rowen, Knoll Textiles, and Polyplastics Synskin, the drapes. These last were all of fiberglass and lent an air of lightness to the offices.

Areas frequently used by personnel (Figs. 7, 8), either as traffic corridors or workspace, were given special attention to increase their focal interest. The cafeteria and adjacent lounges (Fig. 9) were patterned after the most up-to-date ideas and, although the furniture used was utilitarian, colors were high and of great variety.

Both case histories so far discussed involved designs based on probable future growth and overall needs of entire departments. They were essentially group concepts. In designing and decorating the offices of Frederick B. Ayer Associates on New York's Park Avenue, we faced a problem of a different sort.

The Ayer concern buys large passenger aircraft from airlines and converts them for corporate use. It also deals in aero engines, parts, and small executive planes. This kind of business did not lend itself to desks and formal conference tables. It required offices designed and decorated to create a feeling of friendly informality and confidence.

This was the thinking behind the somewhat unusual conference room (Fig. 10) without a conference table but with plenty of comfortable chairs, lounges, a shower room, and complete

Fig. 8. Areas such as this, in frequent use by Gulf personnel, use interplay of unusual shapes and bright colors for exciting visual effects.

Fig. 9. Brilliant colors and functional furniture decorate the cafeteria and adjacent lounges at Gulf Oil Corp., Philadelphia.

storage facilities for changes of clothing in the full-height wood wall.

Offices of the various associates were all designed to conform to the same basic dimensions — all having equal status within the organization — though

Fig. 10. Ayer Associates' tableless conference room is designed to convey a feeling of friendly informality and confidence.

Fig. 12. Reception room is a replica of the lounge on a Convair plane.

the decoration was largely dictated by the taste of the individual concerned. Mr. Ayer's own office (Fig. 11) we decided to make L-shaped. It was carpeted in a thick, rich gold. Glass panels with sheer draperies were used to give the effect of more space. A curved rosewood slab was used to top the desk.

We used furniture by Richard Draper, Cumberland, Dunbar, and Roffman; lighting by Lightolier; floor coverings by Seamloc, George E. Mallinson Importing Co., and Mastic Tile Corp. of America; drapes by Stroheim & Romann, I. Scott, Rowen, Norbar, J. L. Larsen, and Dux, Inc.

An interesting and unusual feature of Ayer's offices is the reception room (Fig. 12). This we designed to be almost identical to the lounge segment of the Convair conversions which the company sells. The differences between the real thing and our simulated lounge lay in the latter's greater width and the fact that structural members are of wood rather than aluminum. The frame (fuselage in a plane) was prefabricated and brought into the building after assembly. Lighting is the same as in a Convair, and interior lining is identical as to color and texture of fabric.

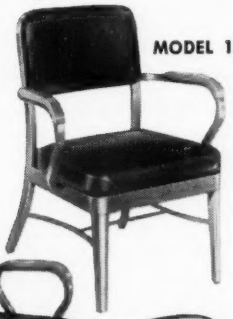
As stated at the outset, office design and decoration are no longer the casual, rather amorphous things they were less than a generation ago. Today's designers, together with the manufacturers of office furniture and equipment, are providing for offices of maximum efficiency, comfort, and good taste.

Fig. 11. Glass panels and sheer drapes create the effect of spaciousness in the office of Frederick B. Ayer.

"YES SIR!
we all need new chairs . . .

Cramer 'V'-LINE
1500 SERIES

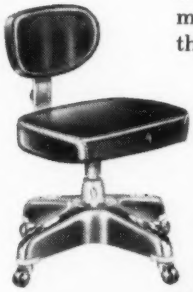
MODEL 1500



MODEL 1521

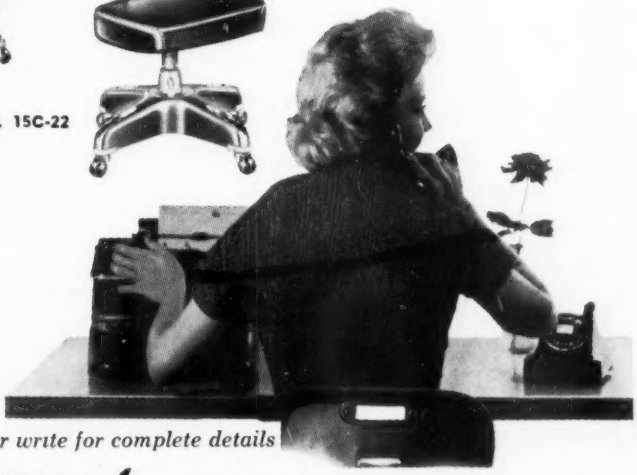
"You'd be amazed how much more work I could turn out if I had a new Cramer chair. But *you* need one, too, boss, and so do your visitors—especially for those long conferences! Cramer chairs for *us* have finger-tip controls that adjust to fit anybody! And the side chairs have 'Wall Saver' rear legs. Cost? Lowest you'll find anywhere for comparable quality! And I'll make you a bet . . . they'll pay for themselves in better work."

MODEL 1553



MODEL 15C-22

CALL YOUR
CRAMER DEALER



or write for complete details

Cramer POSTURE CHAIR CO., INC.
625 Adams, Dept. O-7, Kansas City 5, Kansas

For More Information Circle No. 371

Color Coding Reduces Numerical Misfiling

H. O. BROCKMAN, Evanston, Ill.

DESPITE TREMENDOUS strides made in mechanical and electronic processing of information, business still depends basically on the written word—the letter from the customer—the lab report on the blood type—the cancellation date of the insurance policy, etc. In recent years there has been a trend to increase the availability of written records by the use of numbers, rather than names, as indicators. Each of us has many numbers—on social security and credit cards, medical records, library cards, etc. This transition to numbers has greatly facilitated the availability of information, but it has also brought its own problems of misfiles.

The fundamental cause of misfiling numeric items—and accounting for over 70% of all numeric misfiles—is the transposition of numbers. Statistical research has found that transposition errors, such as reading 123456 as 123546 or 123465, fall into predetermined patterns. These patterns indicate that the incidence of errors rises geometrically as the number of digits increases, *i.e.*, the number of errors approximately doubles with the addition of digit up to six as shown in Fig. 1 derived from a flash card table.

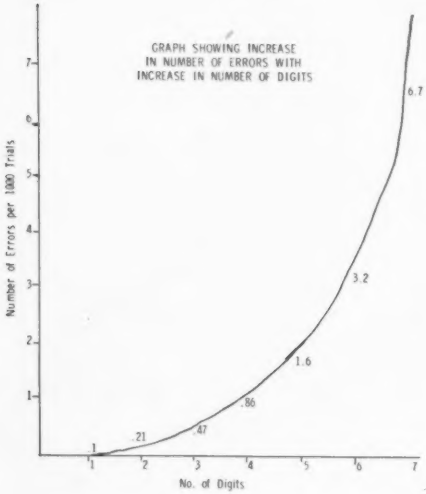


Fig. 1.

Reducing the probability of misfiles has been the subject of much research by filing analysts and one of the most satisfactory solutions to date has been terminal digit indexing. Terminal digit filing is simply splitting a large number into smaller groups of digits and then filing these groups in reverse order. For example, 123456 might be split into 123-456 or 12-34-56 and filed, first by the last group and then by the next group to the left, as 56-34-12. It is really much like alphabetic filing; John A. Doe is usually filed as Doe, John A.

This simple expedient has reduced misfiles, and provided other advantages as well, primarily because the system reduces to a minimum the number of digits that must be remembered by the file operator. Instead of a full six-digit number, the operator need remember only two or three digits at one time and the remainder in the subsequent mental operations. While it is true that the file

"Ready for male call!"

"Haven't made a date wait—or worked late—since we got our postage meter! . . . I knock off the day's mail in a few minutes. No more lick-and-stick mailing, stamp shortages, or guarding the stamp box. Our little meter is a Big Deal in this office!"

• With a postage meter, you print postage as you need it—directly on the envelope, with a dated postmark, and your own small ad if you like. You always have the right stamp on hand for any class of mail—even parcels.

• A meter protects postage from loss; does its own accounting. Ensures company-wide postage control.

• The meter seals as well as stamps—most models do both simultaneously! And metered mail needs less handling in the postoffice, often catches earlier mail trains and planes.

• No minimum mail volume is required. And anyone can easily use a meter.

• Even the smallest office or branch can now have a postage meter, thanks to the DM (low-cost desk model). One user in three averages less than $1 a day in postage. Electric models for larger users. Ask the nearest PB office to show you. Or send coupon for free booklet.

FREE: *Handy desk or wall chart of latest postal rates with parcel post map and zone finder.*

PITNEY-BOWES

Postage Meter

Offices in 121 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3468 Pacific St., Stamford, Conn.

Send free ☐ *booklet* ☐ *Postal Rate Chart to:*

*Name*_____

*Address*_____

For More Information Circle No. 329

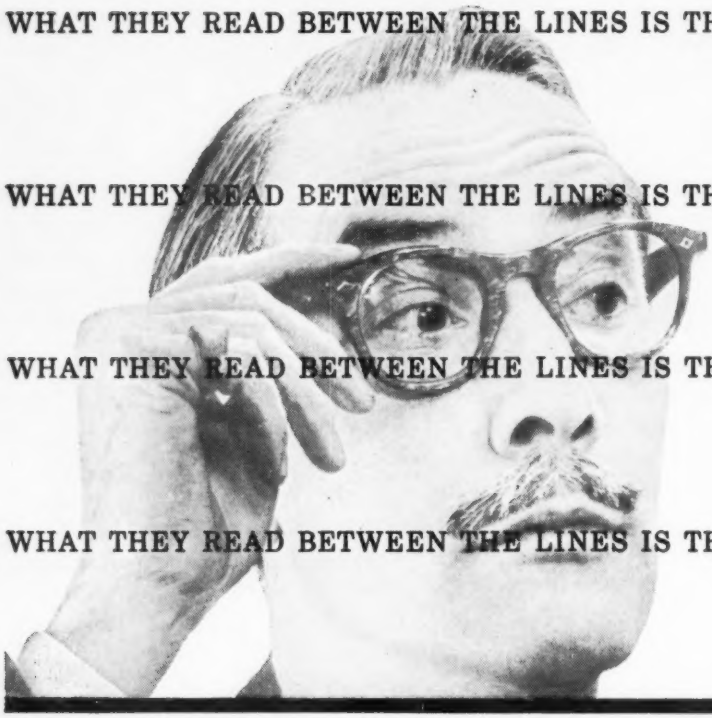
WHAT THEY READ BETWEEN THE LINES IS THE PAPER!

WHAT THEY READ BETWEEN THE LINES IS THE PAPER!

WHAT THEY READ BETWEEN THE LINES IS THE PAPER!

WHAT THEY READ BETWEEN THE LINES IS THE PAPER!

WHAT THEY READ BETWEEN THE LINES IS THE PAPER!



THAT'S WHY YOUR COMPANY DESERVES **ATLANTIC BOND**

ATLANTIC BOND. The fine business paper with the personal touch. Leader in national sales, Atlantic Bond is the world's finest genuinely watermarked sulphite bond. For dignity. For quiet impressiveness. You make a better impression with Atlantic Bond. Ask your local supplier—or write direct—for test packets.

NEW EXCLUSIVE E-Z START REAM OPENER

Simple. Practical. Just pull the tab. The ream of paper is open. No broken fingernails. No torn or cracked paper. Makes storage simpler.

EASTERN FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION
STANDARD PACKAGING CORPORATION · BANGOR, MAINE

For More Information Circle No. 277

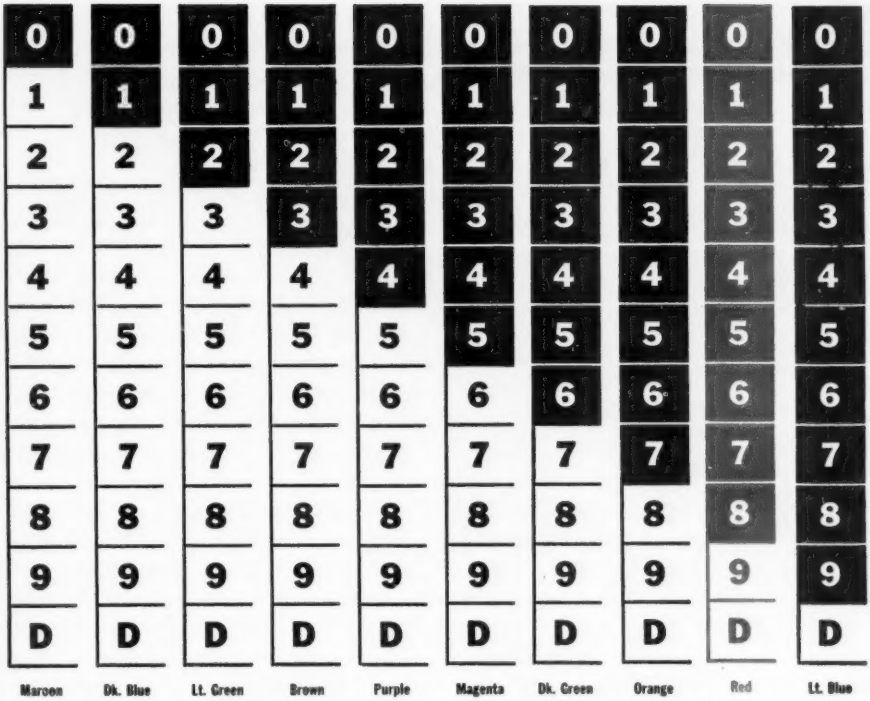


Fig. 2. The numerical color coding used for file folders.

operator must handle two or three times as many groups of digits, the total number of errors will still be reduced because of the geometric progression of error incidence (Fig. 1). For example 2000 handlings of three digits (1000 six-digit numbers broken into groups of three digits) would yield approximately one error according to the chart. On the same basis, 1000 six-digit numbers could be expected to produce three errors.

While an error percentage of only 0.3% appears quite small, this figure applied to a filing operation would indicate three misfiles for every 1000 items filed. The reduction of one error per 1000 filings would represent a substantial improvement—especially if the often used figure of $65 per filing error were true.

To reduce transposition misfiles further, a color coding system offers considerable promise. The original work on this system was done at Henry Ford Hospital in Detroit. The problem was to make patients' medical records immediately available. The cost of a misfile there could be measured in lives rather than dollars and accuracy was vital.

This system associates each of the ten digits from 0 to 9 with a color. The approach was not new, color has

SYNTRON

Vibrating

ENVELOPE JOGGERS

prepare mail for faster damage-free opening

SYNTRON Envelope Joggers are ideal for many office duties. Their 3600 controllable vibrations per minute quickly loosen and shake down contents of envelopes so manual or automatic letter opener can be used for faster trimming without damage to contents. They can be used to align scrambled stacks of checks, time cards, job tickets, punch cards, speed assembly of manuals, etc. They save time and reduce losses.

Built for long, dependable, maintenance-free service. Available as table deck, divided deck or bin type joggers.

Write for complete catalog — FREE

SYNTRON COMPANY
715 Lexington Avenue Homer City, Penna.

For More Information Circle No. 303

been used in filing for many years, but the scientific application here and the more recent research which resulted in further refinements have substantially improved filing accuracy as well as reduced filing costs.

In the most common application of this system as applied to filing in conventional folders, all folders are specially printed in one of ten colors—a different color for each of the ten digits from 0 to 9. In addition, the printed color indicating each digit is done in the form of a bar the length of which varies with each digit. The number is printed in reverse type in the color bar as shown in Fig. 2.

In operation, the digit most frequently chosen for indication by the color is the next to last digit. This particular digit was chosen by studies on the incidence of errors in relation to digit position. You may have noticed that, when an error in telephone dialing is made, it most commonly involves the last three digits, *e.g.*, Trinity 3-4567 would prob-

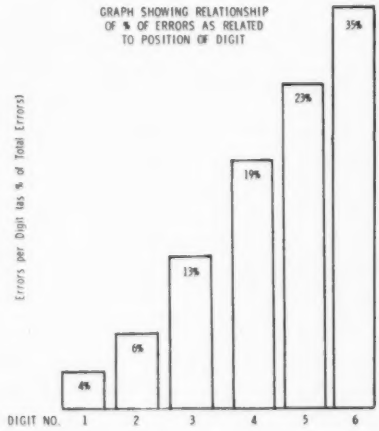


Fig. 3.

SCRIBE RECORDS YOUR VOICE WITH GREATER FIDELITY

than any other dictating machine

SCRIBE records your dictation on reusable Mylar magnetic tape, preloaded in 30- or 60-minute tape magazines which snap in place for instant use. Every syllable is recorded crystal clear. Your dictation is error-free—with magnetic tape you just dictate over errors as you go.

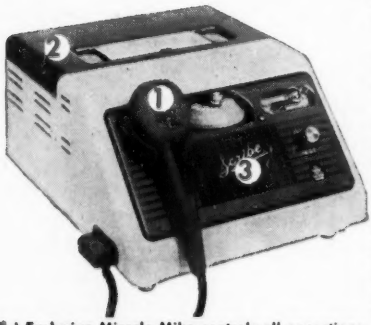
SCRIBE is so simple to use, too. All operations are controlled electronically by fingertip touch at the exclusive Miracle-Mike.

Remote dictation? SCRIBE SI-70-REMOTE is the most versatile and efficient equipment available for any kind of remote or network system.

SCRIBE introduced magnetic tape for dictation recording eight years ago and still offers the only systems made in the U.S.A. using this recording medium.

Thousands of SCRIBE machines are today in use in Government, business and industry. Ask for a SCRIBE demonstration in your own office. For the name of your nearest dealer, and to learn more about SCRIBE'S many exclusive features, mail the coupon below today.

BUSY MEN USE *Scribe*®



(1) Exclusive Miracle Mike controls all operations of the machine. (2) SCRIBE PAK Preloaded tape magazine snaps on—no irksome threading, no need ever to touch the tape. (3) Play back recording through Miracle Mike or through the 4" high fidelity speaker. Combination single and double Telex earset supplied for transcribing.

DEALERS—WRITE FOR PROTECTED TERRITORY INFORMATION

SCRIBE DISTRIBUTORS CO.
6949 W. North Ave., Oak Park (Chicago), Ill.

Please send me complete information about the new SCRIBE dictation systems, and the name of my nearest SCRIBE dealer.

Name _____

Company _____

Address _____

_____

For More Information Circle No. 261

Don't break your back digging up buried information!

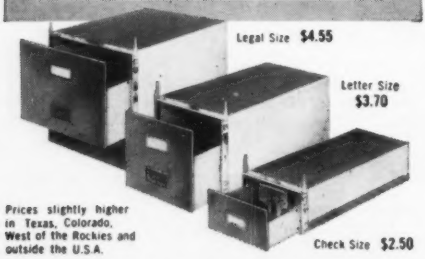
LOCATE YOUR RECORDS EASILY—No more fussing and fuming. With Pronto files your records are as active as your regular files.

BEAUTIFUL APPEARANCE—Finish in attractive olive green to match your regular office files.

STURDY CONSTRUCTION—Built of 275 lb. tested corrugated fibre board . . . reinforced with steel on the shell and the four corners of the drawers as well.

SAVE FLOOR SPACE—Prontos are constructed to interlock into solid units and stack as high as the ceiling.

PRONTO
STORAGE FILES



Prices slightly higher in Texas, Colorado, West of the Rockies and outside the U.S.A.

PRONTO FILE CORPORATION
415 MADISON AVENUE, NEW YORK 17, N.Y.

For More Information Circle No. 318

ably be dialed Trinity 3-4657 or Trinity 3-4576. Errors involving the digit "3" and the digit "4" would be far less common. The graph in Fig. 3 shows the incidence of flash card errors in relation to digit position.

It is evident from this graph that the use of a positive color indicator for the next to last digit will materially reduce the incidence of error in the area where the probability of error is greatest and will therefore result in the greatest improvement. The next to last digit controls transpositions of both the last and the third from last digits and, therefore, is more important in controlling transposition errors than is the last digit even though the last digit itself is involved in more errors.

If the color code system is used and folders are filed in terminal digit sequence (the best application of this system) a color pattern occurs. If a three-digit terminal digit system is used and the next to last digit is color indicated, the projecting edges of numbers 1 to 100 in the files will be one color, the next 100 the next color, and so on for the ten colors. This pattern will then repeat itself ten times. If a two-digit terminal digit system is used, the pattern is slightly different in that the entire filing system is divided by the colors into ten equal parts, each a different color.

If straight numeric filing is used, the pattern is again different in that each ten folders will be of one color, the next ten folders a second color, and thus throughout the series of ten colors. The sequence of ten folders through each of ten colors then repeats itself throughout the entire filing system.

These color patterns are responsible

It ACTUALLY COSTS LESS to produce the best typewritten copies!

*Patented

Huron® Copysette
PULL OUT Style
MANIFOLD CARBON PAPER SETS

The unbeatable combination of quality and low cost is yours with HURON COPYSETTE. It costs less because the easy HURON COPYSETTE method speeds typing preparation and carbon removal time . . . more work is completed every hour! Efficiency, high reading quality and cleanliness are the immediate benefits you expect **and get** when you use HURON COPYSETTE.

PORT HURON SULPHITE & PAPER CO. PORT HURON, MICH.

Available in Canada through
APSCO PRODUCTS, LTD., Toronto, Canada
*Licensed under Kerr Patent No. 2,557,875

Write for the Miss Copysette Brochure complete with free samples.

INSIST ON THE FINEST . . . ASK FOR HURON COPYSETTE BY NAME

HC-2 O-7

For More Information Circle No. 291

NEW FACIT T-1

Never before has a typewriter combined such modern elegance of design and precision operation. It's Facit's new T-1, sister-machine to Facit's world-famous line of calculators. And it brings you these important Facit features: ease of use, speed, durability, magnificent Swedish steel construction. T-1's touch is "supple" . . . it writes easily and efficiently . . . there are *two* tabulating systems* for remarkably quicker work . . . and its attractive new color, Viking Grey, adds a decorative look to every office. **Dual Tabulating System—That's an extra Tabulator, easily operated by one finger, with up to 20 fixed preset stops to meet your many routine office tasks.*

FACIT, INC. 404 Fourth Ave., N.Y.C. 16 • 235 Montgomery St., San Francisco 4

SOLD AND SERVICED IN 102 COUNTRIES

For More Information Circle No. 316

for the reduction of misfiles. Using again the number 123456, we note from Fig. 2 that the color associated with the next to last digit (5) is magenta. In any of the color patterns described above, this particular folder would be correctly filed in a magenta folder among other magenta folders.

Let us assume that the operator had misread the number on the folder as 123546. In that case, she would attempt to file it among other folders which had 4 as next to the last digit. All such folders, however, would be purple (see Fig. 2) and thus would automatically prevent her from filing a magenta folder among the purple folders. Similarly, if she had misread the number as 123465, she would not file the magenta folder among the green (6) folders. In other words, to make an error in filing, the operator has to make two errors: (1) misreading the number and (2) file a folder of one color among a group of folders of another color. The probability of such a misfile is considered remote.

If such a misfile should occur, however, it would be readily detected. A supervisor would immediately note the variation in the color pattern upon opening a file drawer or rapidly viewing a shelf in an open shelf filing installation. The folders, incidentally, are primarily designed for open shelf filing, but are also suitable for conventional drawer filing.

The selection of the colors used required considerable study and involved three factors: (1) the colors must be readily distinguishable one from the other—no small problem when ten colors are required; (2) colors which

Greater profits through improved internal efficiency!

OFFICE MANAGEMENT HANDBOOK

Developed under the auspices of the **National Office Management Association**

HARRY L. WYLIE,

Editor; with Board of 33 Contributing Editors

This new Handbook provides a complete key to efficient office operations through close coordination of systems, personnel, and equipment. Designed to give quick, practical answers to questions of policy, procedure, and administration, it stresses standard **performance factors,** standard **materials,** and standard **costs** which can be applied to organizations of every kind and size. Handbook uses concrete examples to demonstrate how America's best-run companies are improving sales, production, customer relations, etc., through efficient office practices.

21 SECTIONS match each sector of modern office functioning: work simplification, staff organization, salary administration, work incentives, employee supervision, office location and layout, furniture, supplies, correspondence improvement, reproduction processes, mechanization and automation, communications, etc. *2nd Ed. Illus., 853 pp.* **$12**

Accountants' Handbook, *4th Ed.* ..**$15**

Financial Handbook, *3rd Ed., Rev. Print*..... **12**

USE THIS COUPON TO ORDER

Please send:

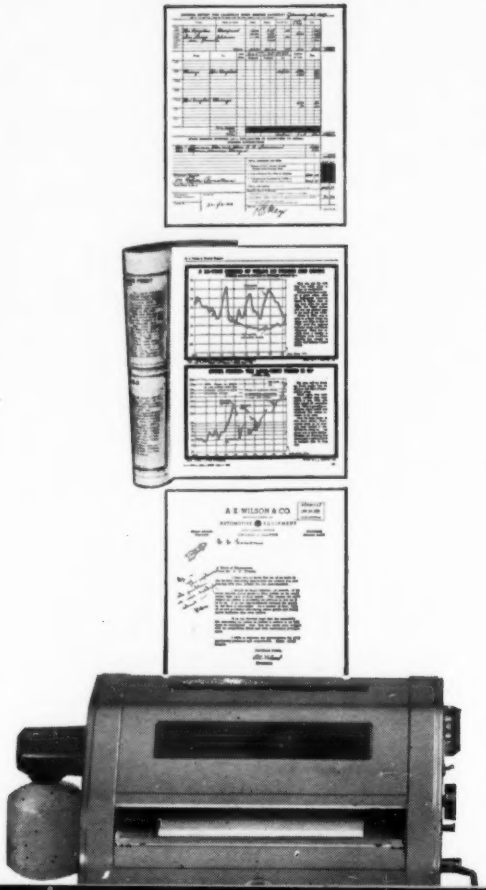
☐ **Office Management Handbook,** *2nd Ed.* **$12**
☐ **Accountants' Handbook,** *4th Ed.* **15**
☐ **Financial Handbook,** *3rd Ed. Rev. Print.* **12**

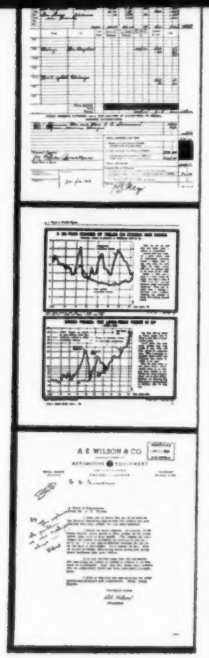
☐ Check enclosed ☐ Send C.O.D.
☐ Bill firm ☐ Bill me

Firm .....
Ordered by 0-3
Address .....
City .....**Zone** .... **State**....

THE RONALD PRESS COMPANY
15 East 26th St., New York 10

For More Information Circle No. 335


A. E. WILSON & CO.



QUICK COPIES QUICK COPIES QUICK COPIES QUICK COPIES QUICK COPIES

Good photocopies—black on white, accurate, permanent . . . of anything printed, duplicated, typed, written, drawn or photographed . . . from opaque, two-sided or transparent paper, white or colored, heavy cardboard or pages bound in books or magazines . . .
Time: less than a minute . . . Cost: pennies.

The A. B. Dick photocopier handles all copying requirements, not just part of them. Easy to use, too . . . no messy developing trays. Call your A. B. Dick Company distributor, listed in the yellow pages, for information or a free demonstration. Or mail coupon.

A. B. DICK Company, Dept. 0-79
5700 West Touhy Avenue, Chicago 48, Illinois
Please send full information about the new A. B. Dick Photocopier.

*Name*_____

*Position*_____ *Company*_____

*Address*_____ *City*_____

*Zone*_____ *State*_____

A·B·DICK®

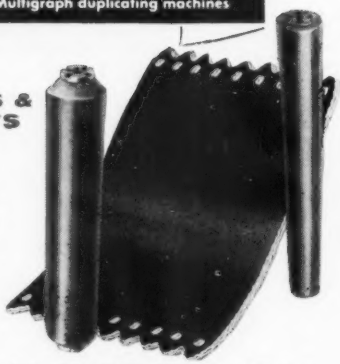
Achievement through Innovation

For More Information Circle No. 224

LOOKING FOR WAYS TO GET BETTER REPRODUCTION?

MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

MERCURY-GRAPH ROLLERS
for Multigraph duplicating machines



MERCURY ROLLERS & BLANKETS ARE THE ANSWER!

The office forms and mailing pieces you turn out on your machines will look as sharp and clean as the finest commercial printing or lithography when you use these accessories. That is because they are built to exactly the same standards as the finest rollers and blankets used in big commercial plants.

ROLLERS AND BLANKETS CARRIED IN STOCK

RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS
EASTERN SALES OFFICE AND WAREHOUSE: 218-224 ELIZABETH AVENUE • NEWARK 8, N. J.

For More Information Circle No. 269

are similar must be associated with the numbers which are least susceptible to transposition; (3) hues should be those least confusing to partially color-blind operators.

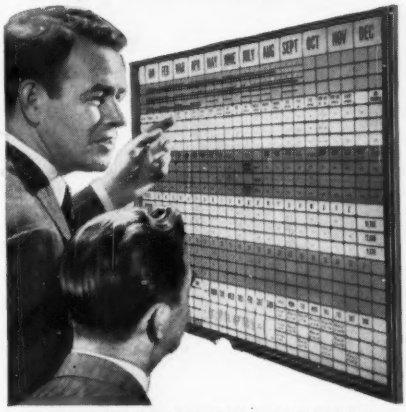
We were fortunate in having access to the experience and advice of the first major user of this system. With the benefit of this experience, as well as the assistance of the color laboratory of one of the leading ink companies, a group of ten colors were produced to meet all requirements.

An interesting expansion of the color coding system is currently being used in a large midwest filing installation. Here, strips of colored cellophane tape are applied to the edge of the folder so that not one, but all four of the last four digits are indicated by appropriate colors. With this adaptation in a terminal digit system it is possible for an experienced file operator to "read" the full six-digit number at some 20 ft., or far beyond the distance at which the printed digits are distinguished.

Preliminary studies based on several years usage of the initial hospital installation indicate a reduction of misfiles by approximately 80% over straight numerical non-color coded folders. A statistical comparison of error incidence and error areas is now in preparation.

The significant reduction in filing errors shown in the preliminary studies would indicate the applicability of the system to any numerical file where accuracy is important. Perhaps the rainbow-hued filing system will disperse some of the clouds from the filing operation and fill the pot of gold for the budget-minded office manager.

How To Get Things Done Better And Faster



BOARDMASTER VISUAL CONTROL

- ☆ Gives Graphic Picture—Saves Time, Saves Money, Prevents Errors
- ☆ Simple to operate — Type or Write on Cards, Snap in Grooves
- ☆ Ideal for Production, Traffic, Inventory, Scheduling, Sales, Etc.
- ☆ Made of Metal, Compact and Attractive. Over 350,000 in Use

Full price $49.50 with cards

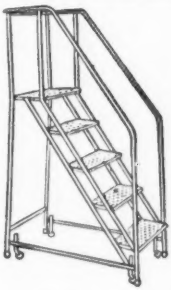
FREE 24-PAGE BOOKLET NO. F-500 Without Obligation

Write for Your Copy Today

GRAPHIC SYSTEMS

55 West 42nd Street • New York 36, N. Y.

For More Information Circle No. 310

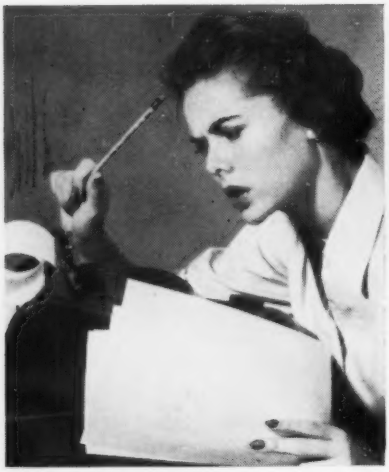


COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults, Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-O and prices.

I. D. COTTERMAN, Mfr.
123 W. Spring Avenue
Naperville, Ill.

For More Information Circle No. 311



PUZZLED or *POSITIVE*
about decimal points?

Positive—always—with the Marchant Deci•Magic . . . world's only calculator with completely automatic decimals!

Touch one key just once on this amazing calculator, and you've set *all* your decimals —for the problem *and for the answer!*

Then, just "write" your figures in the keyboard as you would on paper. Deci•Magic does *all* the rest. You get your answer with the decimal point in the right place . . . *automatically!* This doubt-free decimal accuracy means greater sureness and ease for any calculator user.

You can see a Deci•Magic demonstration on your own figurework by just calling your nearest Marchant office. Or write, on your business letterhead, for full information.

You touch one key one time to set *all* your decimals automatically...that's Deci•Magic!

MARCHANT CALCULATORS

Division of SMITH-CORONA MARCHANT INC.
OAKLAND 8, CALIFORNIA

Modern Management Counts on Marchant

For More Information Circle No. 270

AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

ISAIAH EISEN, Systems Manager, and
PAUL MASTRONI, Systems Analyst, Burndy Corp., Norwalk, Conn.

Machines Can Automatically Type Most Data on Forms

AS THE DIRECT RESULT of our automatic data processing order writing system, our customers now get same day or next day shipment. Formerly it took five days just to make shipping papers. Beyond this immediate improvement, we have reduced our order-processing costs and the number of customer follow-ups for delivery information.

The backbone of our system are the Flexowriters which prepare shipping orders, using prepunched customer and item cards, so that 85% of the information is typed automatically. At the same time automatic preparation of a by-product punched tape provides for subsequent data processing of stock records, incoming order register, sales analysis, invoices, backorder control and accounts receivable.

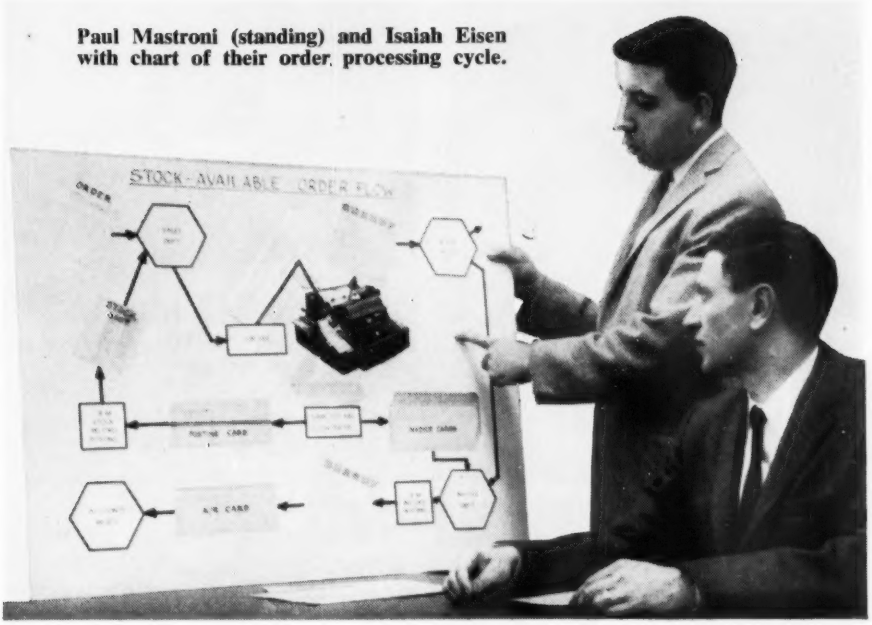
We specialize in the design and manufacture of electrical connectors for joining or terminating electrical wires and cables. Our major customers include electric light and power companies; electrical jobbers, contractors and distributors; electrical product and aircraft manufacturers. A multi-million dollar inventory of over 10,000 items is carried at our headquarters in Norwalk, Conn., (and in other cities) where the centralized billing and invoicing unit processes over 400 orders a day on five Friden Flexowriters.

We had an effective stock record and backorder control system in operation before we started this order writing project. Our product catalog numbers, descriptive to our employees and to our customers, consist of from two to 12 letters, numbers and hyphens. But for every stock item catalog number, a corresponding six-digit pure number is used for stock-record posting. Because people use the catalog numbers, and the punched card machines must have the stock numbers, every product transaction must carry *both* numbers.

Thus, when we set out to design this new order-writing system, our requirements were to:

1. Creat a usable shipping order at once, by a direct typing method.

2. Provide punched cards, as a by-product of the typing, for invoice writing on a tabulator, posting punched card stock records, and preparation of



Paul Mastroni (standing) and Isaiah Eisen with chart of their order processing cycle.

orders, received reports and backorder control.

3. Provide automatic reference to the six-digit stock number corresponding to a particular catalog number, through the use of a prepunched, machine-read input card which must be filed and looked up by clerical reference to the catalog number, and contain the six-digit stock number in a form that the machine can read.

Our system meets all these requirements. When customer orders are received, usually by mail, they are stapled to a coding form to facilitate later extraction of information. The coding form prelocates such information as our job number, customer account number, sales office, market, and commission codes, for the convenience of the order typist.

After the order is reviewed by sales executives, it is forwarded to order entry where the customer's order number and our assigned job number are posted to a visible card record maintained for every customer. At this point, too, various codes shown on the visible card are entered on the coding form. The order is then edited and a stock availability look-up is made. Product catalog numbers are checked for accuracy, and stock status codes applied to indicate whether items are available in stock, to be backordered, or custom-made. A sales price clerk enters list prices, trade discounts, commission information and terms. Finally, the order is checked and sent to the Flexowriter tub file.

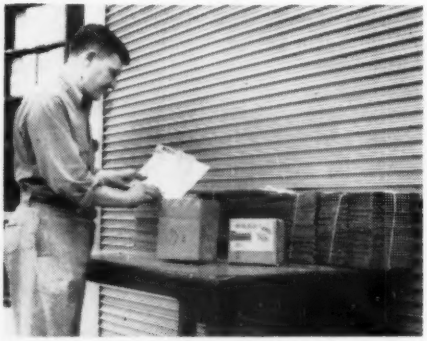
Feeding through these machines are continuous, marginally punched Kant-

Pulling edge-punched customer and item master cards from the tub file.

Customer master is in Flexowriter and girl is copying from the order.

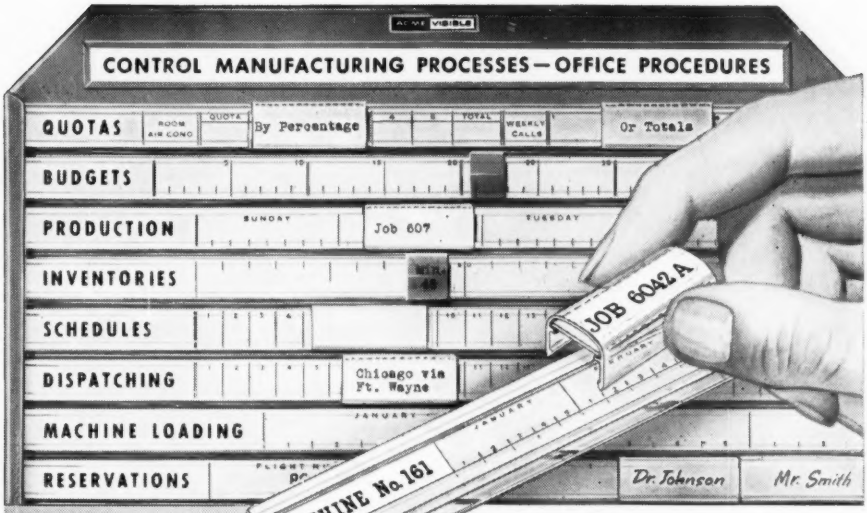
Slip shipping forms, supplied by Standard Register Co. To write the shipping order on these forms a series of edge-punched cards are used. Customer master card is pulled from the tub file, according to customer account number entered by the sales department. Card contains customer's complete name and address, customer number, sales territory code and number of invoice copies required. It also contains functional codes (for the machine) that control the entry of data on the form and into the machine's punched tape. Insertion of this edge punched card in the machine, combined with keyboard entry of job number and a few other codes by the typist, results in complete preparation of the shipping order heading.

Certain information contained in the edge-punched cards (such as number of invoice copies required) will not appear on the typed form but will be included on the tape for later conversion into punched cards. Thus information pertinent to the invoice, but not to the shipping document, appears only where it is needed. Conversely, such data as warehouse bin location will be typed on the shipping order but will



The order is packed and checked from the shipping copy.

Running invoice on punched card accounting machine.



ACME VISIBLE

VISUAL CONTROL PANELS

Chart Action, Indicate Trends, Show Results, Permit Comparison, Picture Organized Facts for Analysis and Decision.

Complete flexibility with limitless signalling and charting possibilities . . . Easily adapted to your individual record requirements.

Lightweight panels contain clear plastic tubes which are individually removable and may be shifted from one position to another . . . Clarity of tube provides full legibility of contents.

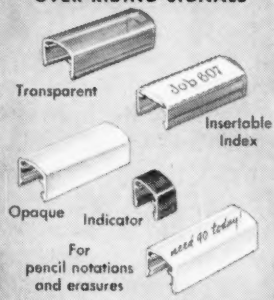
Signals snap on or off at any point . . . Hold position until positively moved . . . Slide smoothly back and forth . . . By-pass freely.

Insertable index feature afford triple signalling potential: by position, by color and by legend of index.

Ask the man from Acme to show you examples—

ALMOST UNLIMITED APPLICATIONS

OVER-RIDING SIGNALS



TUBE INTERIOR SIGNALS

Panels Contain 25, 50 or 100 Tubes Available in 17, 30, and 40 inch widths

ACME VISIBLE RECORDS, INC. CROZET, VIRGINIA

☐ Send us more information on Visual Control Panels. Q 759

☐ We are interested in Acme Visible equipment for _____ records.
KIND OF RECORD

☐ Have representative call. Date_____ Time_____

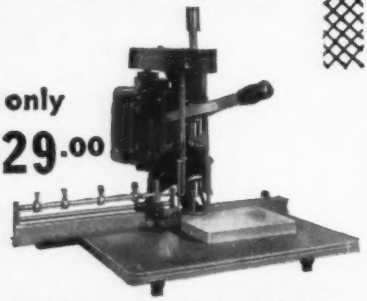
Company_____ Attention_____

Address_____

City_____ Zone_____ State_____

For More Information Circle No. 236

"My Spinnit Paper Drill Paid for Itself in 4 months,"
says small printer.



only
$129.00

POWER BENCH DRILL

Sound, simple machine tool design. Clean holes thru 1" of stock. Chip disposal. Sharpening chuck. Table, 12" x 18", fully adjustable gauges. Slitting and slotting attachment also.

LASSCO CORNER ROUNDER
Model 20
$24.00

—including one cutting unit. Four shear-action "plug-in" units available: ⅛", ¼", ⅜", ½". Cuts ½" of stock. Heavy-duty Floor Model also available.

For complete details write:

LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

For More Information Circle No. 308

not be punched in the tape.

For each item on the order, an edge punched product card is pulled, according to the catalog number called for on the order. This card contains not only the catalog number of the product, but also the six-digit stock number corresponding to the catalog number. The typist inserts this card into her machine and enters quantity ordered and shipment schedule through the keyboard. Under the control of functional codes in the card, the product catalog number is typed on the shipping order to identify to our customers. The six-digit stock number is not typed, but does go into the punched tape to be used later. In this manner the itemized portion of the shipping order is prepared.

For shipping orders where material is available in stock, a six-part form is used. This form is supplied with the first four copies stapled together. After a form for a stock-available order is written, the first four copies are sent intact to the warehouse while the fifth copy, shipment notice, is mailed directly to the customer to advise his purchasing department that "items listed have been released for shipment, and any items not listed will be acknowledged later." In this way we let the customer know the status of his order without additional correspondence.

After shipment is made, two copies of the form (shipping file copy and inventory copy) are returned to the office for invoice preparation and inventory control. The label and stock room copy provides a perforated shipping label. The fourth copy is a packing list. So the form, written 85% auto-

Take more than a look . . . take a copy!

. . . *with the new "Thermo-Fax" Microfilm Reader-Printer*

Any filmed record is found quickly on the large, clear screen of the "Thermo-Fax" Microfilm Reader-Printer. Legibility equals that of superior readers. But this machine does far more to modernize your microfilm system.

Only the "Thermo-Fax" Microfilm Reader-Printer also makes sturdy work-size prints of microfilmed documents in seconds! Yet this amazing machine costs little more than a good reader alone. To learn how the "Thermo-Fax" Microfilm Reader-Printer can speed your Microfilm system at low cost, call your local dealer. Or mail the coupon.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

Thermo-Fax MICROFILM READER-PRINTER 3M

THE TERM "THERMO-FAX" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY

Minnesota Mining and Manufacturing Company
Dept. FBC-79, St. Paul 6, Minnesota
Please send me facts on the new "Thermo-Fax" Microfilm Reader-Printer

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

For More Information Circle No. 418

Rush job or routine. . . you benefit with MAC

Lessen the pressure on your rush jobs by ordering control panels from MAC . . . where 90% of orders are shipped within 16 working hours.

When there's no such hurry . . . you still benefit. MAC panels provide new standards of quality . . . with stronger frames, closer tolerances and attractive, non-smudging finish.

Whether your need is immediate, or in the future, you benefit by ordering MAC panels and wires.

No Excise Tax on MAC products.

Whether for wholly new installations or old, you pay no excise tax on MAC panel or wire purchases.

MAC PANEL Company
High Point North Carolina

WRITE FOR ADDITIONAL INFORMATION OR CALL YOUR MAC REPRESENTATIVE TODAY!
For More Information Circle No. 292

matically from prepunched cards, contains copies to integrate the entire shipping operation. The customer is notified of the shipment; posting and invoicing copies are available for office use, and a printed label and packing list are provided for the warehouse.

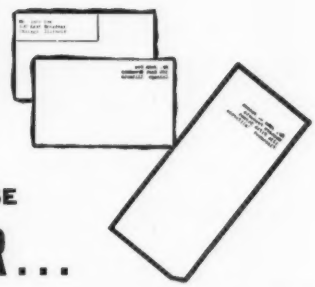
As the writing of shipping orders proceeds, the punched tape produced by the Flexowriter is converted to punched cards on a tape-to-card converter. For each shipping order a deck of cards is produced as follows:

1. Header card, containing order number, date and various codes.
2. Customer billing name and address card.
3. Shipping name and address card
4. Transportation and terms card.
5. Individual product item cards, each carrying catalog number, stock number, quantity ordered, unit price, and trade discounts.
6. Special conditions card.

Individual product item cards are extracted from the deck, and price times quantity extended in the electronic calculator. They are then reproduced to make a duplicate deck.

The original deck of item cards is re-combined with corresponding order header and address cards to produce complete order decks ready for invoice writing. The duplicate deck is used by the tabulating department for preparation of the daily orders received register, and for posting items and quantities ordered to stock record cards. Stock record posting combines old-balance-on-hand cards with the individual order product cards for summary punching new balance-on-hand cards.

For backordered items, an eight-



NOW USE

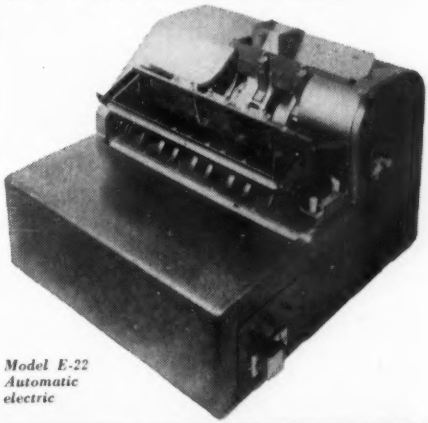
EITHER . . .

Duplicard

masters or tab cards as spirit masters!

■ For greater flexibility than ever before you now can address from either *tab cards* or Duplicard masters. Coupled with the high-speed, fully-automatic Duplicard Addressing Machine, you have an unbeatable combination! Address directly from our processed 3″ x 5″ file cards or from standard IBM, Remington Rand, Royal McBee or other punch cards. No metal plates required. Six years or more of normal addressing service from a single filemaster card at a fraction of the cost.

Duplicard machines do every addressing job with ease—postcards, envelopes, statements, circulars, etc. Hand and electric models from $139 to $1485. Write today for illustrated catalog.



Model E-22 Automatic electric

DUPLICARD
ADDRESSING MACHINES COMPANY
1010 E. Chestnut St., Santa Ana, Calif.

For More Information Circle No. 406

For the "Up-to-date" and the "Up-dated" office .

PEAK EFFICIENCY

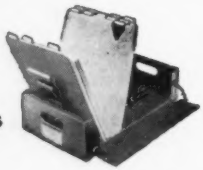
with

modern P.E.C. 'MATIC'

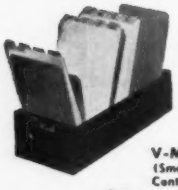
posting equipment

P.E.C. keeps pace with modern office methods

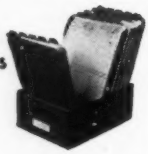
DUO-MATIC POSTING TRAYS AND STANDS



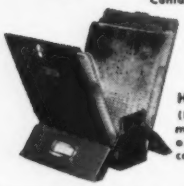
PORTA-MATIC POSTING TRAYS AND STANDS



TILT-O-MATIC TRAYS (For Register Forms)



V-MATIC TRAYS (Small Capacity Containers)



HANDI-MATIC TRAYS (For writing board and machine accounting records requiring small capacity containers.)

Write today for complete catalog

P.E.C. M-L ASSOCIATES

MEAD-LEE Associates

SOLE DISTRIBUTORS FOR

POSTING EQUIPMENT

Corporation

1721 Elmwood Ave., Buffalo 7, N. Y.

GOVERNMENT REPRESENTATIVE

THE WALCOTT-TAYLOR COMPANY, Inc.

WASHINGTON 6, D. C.

For More Information Circle No. 309

part form is used. Instead of a shipment notice, we prepare a customer confirmation copy that tells the customer the date we will ship his order. The by-product tape is used to make an invoice deck, used after shipment in the same manner as for stock-available item. The reproduced product card deck is used to post the stock records to reduce quantity available, without reducing quantity on hand. After shipment, the same cards are used to reduce quantity on hand.

When shipment is made, the warehouse indicates shipping method, date, weight, and charges on the shipping file copy, and sends it to the invoice department. Here shipping charges and taxes are added to the card invoice deck by mark-sensing. Then the entire deck is sent to the tabulating department.

Invoice decks are fed into a punched card accounting machine that writes invoices on an eight-part form. The original invoice and two copies are supplied stapled together so they can be sent to the customer quickly. Additional copies include accounts receivable, commission, two sales office copies; also a sales analysis copy. While the invoice form is being written, an accounts receivable and commission card carrying total invoice dollars both before and after taxes and transportation, is summary punched. This completes the order-invoice cycle.

By introducing all information needed for shipping, invoicing, and stock record posting at the initial typing operation, we have been able to do all subsequent operations automatically without manual copying or recoding.

speeds work for everyone in the office

Ozalid copying can replace time-consuming, money-wasting hand-copying, and retyping of reports, orders in *every* department of your business. • Put the original in your Ozalid machine; seconds later out come clear, dry copies. No retyping, no proofreading, no fuss! • The desk-top Ozamatic turns out up to 1,000 copies of 8½"x11" size in an hour, at lowest cost of any copying process. • Call local Ozalid rep. or mail coupon.

Whiteprint machines
Microfilm equipment
Audio-visual products
Sensitized materials
Products for design
Lithographic products

OZALID

Division of General Aniline & Film Corp., In Canada: Hughes-Owens Co., Ltd., Montreal

Ozalid, Johnson City, N.Y., Dept. Z-7

Please send me full information on the following Ozalid products:

Whiteprint machines ☐ Microfilm equipment ☐
Audio-visual products ☐ Sensitized materials ☐
Products for design ☐ Lithographic products ☐

Name _____
Company _____
Position _____
Address _____
City _____ Zone _____
State _____

For More Information Circle No. 351

Girls, does S.S. rob your letters of E.A.

then rush out and get an A.W.FABER

ERASERSTIK®

The original grey eraser point —always best for erasing.

SLOPPY STRIKEOVERS make bosses see red. **EYE APPEAL** in a letter makes the same bosses beam with happiness.

If you are still plagued with S.S. do yourself a favor. Discard your bulky eraser and get an A.W.FABER ERASERSTIK —that slim, trim, white-polished pencil-shaped beauty that gives you the right point to do a clean erasing job. It whisks away one letter without smearing the whole word. With ERASERSTIK you erase without a trace. Want to be the apple of your boss-man's eye? Then get ERASERSTIK—today.

Which point do you prefer?
Slender, Medium or Blunt. ERASERSTIK gives you your choice. Point with a mechanical or hand pencil sharpener.

A.W.FABER-CASTELL
PENCIL CO., INC. NEWARK 3, N. J.

For More Information Circle No. 343

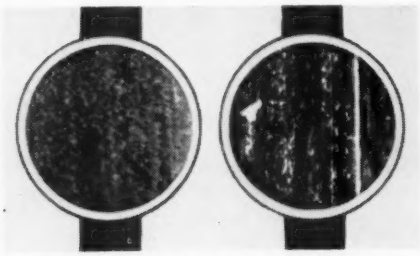
Sandwich Tape Lasts Longer in Computers

OXIDE RUB-OFF on recording heads has virtually disappeared at computer installations that use sandwich construction magnetic tape. Minnesota Mutual Life Insurance Co. has detected no wear on sandwich tape since substituting it for all conventional tape in their Burroughs 205 computer nine months ago. "The only time we've had to change tape is when there has been mechanical damage to the tape," reports Herbert Cherry, director of data processing.

A 50 micro-inch plastic layer shields the tape's iron oxide coating from direct contact with recording heads. The tape presents to the recording head a smooth non-abrasive surface rather than the exposed particles. Previously, tape coating gradually wore off during its use. Powdered oxide collected on recording heads, as well as on the surface of the tape itself, resulting in signal dropouts.

Minnesota Mutual reports that tape in their Datafiles had been picking up

(Continued on page 181)



Magnified about 40 times after 4000 runs through a computer, sandwich tape (left) shows little wear while bare tape (right) is worn out. Errors would have ended bare tape's service life much sooner. Sandwich tape developed no errors during the 4000-pass test.

NEW SIMPLIFIED FILING EFFICIENCY

At a glance, the photographs shown may look the same — but look again. The camera speed has captured the very few motions and speed of this reference filing operation.

This is motorized filing at its best in the Wright Rotary Model 40. All controls are close to operator. It's a complete work station, space saving unit. Engineered with low silhouette appearance and the most advanced vinyl coated steel covers all outside panel. Paint maintenance has been eliminated — appearance lasts for machine life. Operation is fast and quiet too.

No need to change record size — Wright Rotary Files will handle any and all sizes in individual trays with large front labeling to speed identification when rotating. Speed is built right in to give immediate action on impulse — no record is more than three seconds away.

The file and the operator are fully protected with an exclusive Safety Beam which when broken by loose objects stops the rotation until object is removed. Resetting is no longer necessary — minutes are saved.

Learn more about this latest advancement in the motorized filing field. See why files have finally been built and priced for the every day operations.

Send for full details of the over 30 different file models available to handle your every job.

THE *Wright* LINE

DATA PROCESSING ACCESSORY EQUIPMENT AND ROTARY FILES

160 GOLD STAR BLVD., WORCESTER 6, MASS.

BRANCH OFFICES

Albany	Cincinnati	Elizabeth, N.J.	Los Angeles	Pittsburgh
Atlanta	Cleveland	Hartford	Milwaukee	St. Louis
Boston	Dallas	Houston	Minneapolis	San Francisco
Buffalo	Denver	Indianapolis	New Orleans	Seattle
Charlotte	Des Moines	Jacksonville	New York City	Tulsa
Chicago	Detroit	Kansas City, Mo.	Philadelphia	Washington, D.C.

THE WRIGHT LINE OF CANADA LTD.
Main Office and Warehouse Scarsdale Road, Don Mills, Toronto
BRANCH OFFICES
Montreal, Vancouver, Calgary, Edmonton, Winnipeg and Ottawa

For More Information Circle No. 342

It Costs...

$1.75 to write a letter...

$5.00 to process a purchase order...

● what does it cost you to prepare a check?

The above figures—$1.75 for a letter, and $5.00 to process a purchase order, are commonly accepted costs.

How about checks? You write hundreds of them—payroll checks—cash disbursements—dividend checks—all kinds of incidental checks, and travelers expense checks.

The *Traveletter*® System is not a panacea for all your check worries, but it will eliminate the hundreds of reimbursement checks issued annually to traveling personnel. *Traveletter* has proved a major savings in this area to companies such as United Aircraft Corporation, American Cyanamid Co., A. B. Dick Company, Hughes Aircraft Company and many others . . . under the soundest and most economical system of control yet devised.

How much does it cost your company to prepare a check? It would be worth your while to make a survey and compare your figure with the cost of *Traveletter*. Let us show you how *Traveletter* can effect other surprising savings, eliminate delays and home office headaches, and enable your travelers to get immediate reimbursement for expenses wherever they may be.

Traveletter®

"Traveletter"—Reg. U. S. Pat. Off.

. . . Modern System for Handling and Controlling Travel Expenses Since 1894

Descriptive Brochure on Request

TRAVELETTER CORPORATION • GREENWICH 3, CONNECTICUT

For More Information Circle No. 234

RIGHT or WRONG in Employee Relations

A ROUND-UP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

How Good Are Informal Production Standards?

What Happened:

One morning Arthur Flint found the following note in his time-card slot:

"A review of your performance record for the period of October 15-22 has been made. We find that your rate of production is far below standard. There should be a concerted effort on your part to raise the rate of your production as this condition must be corrected or you will be subject to more drastic disciplinary action."

Flint decided to make an issue of this warning notice. At arbitration he put forth the following arguments:

1. The company has no formal production standards so it cannot discipline employees for not meeting quotas.

2. Employees have never received any communications from management on what's expected of them in the way of output.

The company answered:

1. We have always had production standards — not written ones, but we always know what average production is supposed to be.

2. Flint was 15% below average and deserved what he got.

Was the Company:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR PAUL PRASOW RULED: "There are generally two methods of establishing production standards—formal and informal. Production standards on a formal basis are generally arrived at through time study. Under the informal method, production standards are simply based

upon past experience, production records or some rule of thumb determination. The latter method seems to apply in this case. Under this method, it would seem that the company clearly has the right to establish some standard of efficiency and to expect a certain output of each employee. This expected production then becomes the production standard because it represents the amount of work expected in a given period of time from the average, qualified employee under normal conditions —with due allowance, of course, for necessary interruptions.

"In the absence of formal determination, it seems that management is within its rights in basing its judgment of performance on production records in comparing one employee's efficiency to other workers. The company was justified in issuing the reprimand."

May an Employee Refuse a Physical Examination?

What Happened:

Bob Collins was out on sick leave for two months. When he came back he brought a note from his own doctor stating that he was well enough to return to his job. However, the management insisted that he submit to an examination by the company doctor. He refused because "he had no confidence in the company doctor." The company offered to have a mutually selected outside doctor conduct the examination. Bob still said, "No". He was discharged. At arbitration he gave these reasons for refusing:

1. There is nothing which gives the company the right to require a medical examination for sick-leave returnees.

2. Other employees have returned from sick leave and were not required to take a physical exam.

3. This is a new rule and I never heard about it.

The company refuted Bob's arguments:

1. We have a right to make reasonable rules to run our business properly.

2. There's nothing which forbids us from establishing a new sick-leave rule, so we maintain the right to do so.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR VERNON L. STOUFFER RULED: "The company has the right to establish reasonable rules regarding the direction of its working force. The establishment of a rule requiring an employee to submit to an examination by a company doctor after leaves for illnesses or injuries, in order for the company to determine whether the employee has sufficiently

"I hate to admit it . . .

but since our new Thomas, collating is almost fun."

Next to a run in my new nylons . . . nothing annoyed me more than getting stuck with the dreary job of walking around a table gathering duplicated pages into sets.

With our new Thomas Collator—what a difference! In a matter of minutes, I can do what used to take me hours . . . faster, easier and without even moving from my chair.

If the girls in your office suffer from collating blues, why not write the people at Thomas for complete information. If you're like my boss and me . . . you'll be glad you did.

Thomas Collators Inc.

100 Church St., Dept. B, N. Y., N. Y.

For More Information Circle No. 279

The world of letters relies on

Olympia

PRECISION TYPEWRITERS

. . . to do the job—
easier, faster, finer!

Olympia precision typewriters—standard and portable—are preferred the world over for their quality, value and ease of operation.

Fully-equipped with the most advanced and worthwhile typing features, an Olympia turns out the most exacting assignments easily . . . with crisp—uniform—and distinctive results.

With over 50 years of manufacturing experience, every machine is precision-built to the highest standards—assuring quiet, consistent, trouble-free performance year after year.

Olympia

Authorized Sales & Service the World Over

OLYMPIA DIVISION
Inter-Continental Trading Corporation
90 West Street • New York 6, New York

For More Information Circle No. 302

NEW Paper

recovered to return to work, is reasonable. The reasonableness of such rules has consistently been upheld by arbitrators. The company has the right to corroborate the findings of the employee's doctor. This arbitrator finds, however, that there was not sufficient publicizing to make it generally understood by employees — under what circumstances it was to be enforced. It is apparent that there was considerable confusion and lack of knowledge as to the rule's applicability. In view of this, the arbitrator finds that discharge was too severe a penalty. This grievant should be reinstated, without back pay, and returned to work upon the finding of an impartial doctor that grievant is physically and medically fit to return to work."

Is Management Bound by Its Own Tests?

What Happened:

When a vacancy opened up, two men applied for the promotion. John Hally had ten years seniority and Al Akron had six years. The policy on promotion was, "If two or more applicants are relatively equal in qualifications to fill a vacancy, seniority shall govern."

Although it had never before given a test for a job vacancy, management decided to ask both men to take a written exam. Hally, the older man, received 67%. Al came through with 80%. The company promoted the senior worker. The junior man protested:

1. I received the higher grade and should be promoted.

2. What good are tests if you still get sidetracked after you come out way on top?

The company answered:

1. We didn't say the test would be the deciding factor.

2. We felt that Hally has better work performance and his potential on the job seems greater.

3. Management must make the decision on promotions and we have a right to use whatever standards we think are proper.

4. Hally was nervous. Also, this was a new kind of exam and we are not convinced that it is a good one.

Was Al:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR RAYMOND F. HAYES RULED: "It is the company's right and responsibility to judge the qualifications of employees applying for a job vacancy as long as it doesn't act arbitrarily or in bad faith. The company determined that Hally had superior job performance and that the test was too experimental to be given dominant consideration. Hally is entitled to the promotion."

NEW Paper Welder

Fastens Paper Using Nothing But the Paper Itself!

- No Refills
- No Clogged Machines
- No Staples to Remove
- No Bulky Files
- Paper Easily Unlocked, No Tearing
- Welded Papers Lay Flat

It Costs Nothing To Press The Handle

A precision made instrument with handsome chrome finish. It is new, novel, smooth, silent, and efficient in operation. Never needs refilling. It will weld up to six sheets of 16# paper. Modernize your office with this time and money saving office appliance. An ideal gift with name engraved on the handle. If your dealer cannot supply you, write direct. Dealer inquiries invited.

PAPER WELDER, INC. Medina, N. Y.

For More Information Circle No. 401

SORT-O-FILE

Reg. U.S. Pat. Off.

SAVES 20% TO 60% TIME

30 Models. Systems Sorting Service

THOUSANDS IN USE

For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. For collating on the new Col-A-Tron. Write for illustrated circulars.

Since 1946

Representatives everywhere.

Associated Industrial Designers

P.O. Box 39652, Los Angeles 39, California
Plant: 1250 East Sixth Street
Warehouse: New York, Chicago

For More Information Circle No. 402

Visible Files Used for Membership Records at Museum of Modern Art

BEHIND the glass and steel facade of the six-story building of the Museum of Modern Art in New York is conducted an efficiently run business operation. This famed educational public-service institution is entirely administered and supported by private individuals. It receives no subsidy from federal, state or local government. Seventy per cent of the annual operating expenses of about $2 million is met by contributions from more than 25,000 members in every state in the union and many foreign countries, by admission fees, and by the sale of books and reproductions.

Building and maintaining membership is a public relations job for the administrative and clerical staff at the museum, and more than 8000 new members join each year. It therefore must maintain an increasing number of membership records, broken down into such categories as resident, suburban, non-resident, participating, contributing and corporate—with a varying scale of privileges and dues.

To service its growing membership, the museum recently set up a system of easy visual identification so that not only the member but also the kind of membership could be identified at a glance without hunting through files or stacks of cards. This enables subscriptions to be handled faster, speeds proc-

You SAW IT! SAT ON IT! KNOW!

BEVCO VENTILATED CHAIRS

VENTILATION

GUARANTEES MORE

Employee Comfort
Employee Efficiency
Beautiful Appearance
High Quality-Seng Tilt
Less Cost

A BEVCO RECEPTION AREA says — WELCOME!

"Makes Waiting a PLEASURE"

DON'T SUFFER FROM O.H.S.*

14 Beautiful Colors
Guaranteed 5 Years

VENTILATION

No *Office Hot Seat

Stretch
Stain
Fade
Tip
PROOF

Buy BEVCO!

Swivel Chairs
Posture Chairs
Reception Settings
Coat and Hat Racks

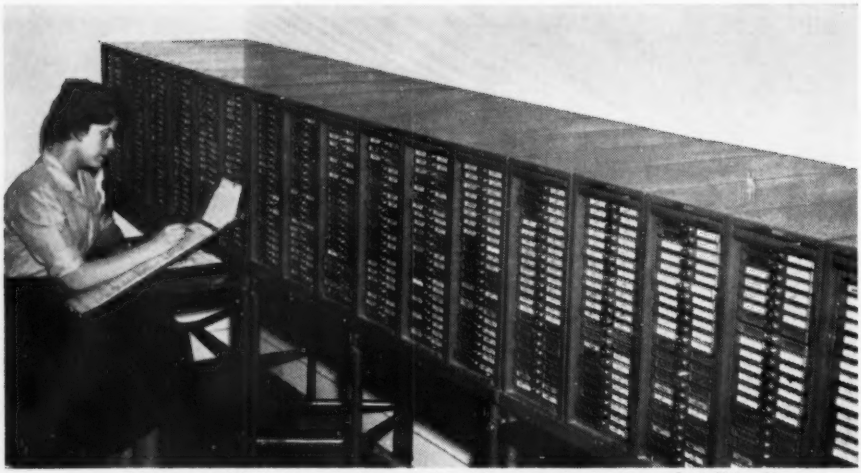
If it's BEVCO—
It's the BEST . . .

Safety Engineered
Built for Public Seating

SEE YOUR DEALER OR WRITE DIRECT

For More Information Circle No. 255

BEVCO PRECISION MANUFACTURING COMPANY
831 Chicago Avenue, Evanston, Illinois



Museum of Modern Art's membership records in Acme Visible files.

essing of inquiries, and releases personnel from repetitious checking for more important tasks.

Acme Visible Record tray cabinets were installed along one wall of the subscription department. Visible membership cards were created to show each

(Continued on page 176)

- METHODS & SYSTEMS MEN
- COMPTROLLERS & ACCOUNTANTS
- MAINTENANCE SUPERVISORS
- PURCHASING AGENTS

✓ *Let us prove it to you!*

METALCRAFT, INC. OF-6
Mason City, Iowa
Send free samples, literature and your Property Control pamphlet.

NAME_____
COMPANY_____
STREET_____
CITY_____ STATE_____

Interested in accurate records that simplify depreciation of equipment for tax, insurance and accounting purposes? Identify with Serially Numbered "AUTOGRAPHS". Adhesive-backed . . . they're a cinch to mount. Easy-to-read, too, and attractively designed for efficient "out-front" mounting. Just for the records . . . your Property Control records . . . there is no finer tag!

METALcraft® INC.
MASON CITY, IOWA, U. S. A.

For More Information Circle No. 346

BEVCO 831 Chicago Avenue, Evanston, Illinois

New Papermaking Process cuts Bond costs at least 10%

FINCH BOND

First Bond paper ever made principally from Northern hardwoods — at the lowest cost ever, for a Bond this good!

WHAT MAKES IT POSSIBLE: For the first time in papermaking history, the tough, white fibers of select New York State hardwoods have been locked together to form pure, white *economical* Bond paper.
A new process, just developed at Finch, Pruyn, produces this money-saving neutral sulphite sheet chiefly from Finch, Pruyn's own forests and from birch, maple and beech in neighboring woodlands. New Finch Bond handles, prints and LOOKS better than you'd believe possible at the price!

- **WHITER!**
- **SO ECONOMICAL!**

16 and 20 lb. Cut sizes

INVESTIGATE...

Only an actual test will convince you that so good a sheet can cost so little. Write today for generous sample kit.

FINCH, PRUYN
AND COMPANY INC. GLENS FALLS, N.Y.

FINCH BOND

OUR NAME IS OUR BOND!

FINCH BOND, OFFSET
COOPER'S CAVE OFFSET, BOND, MIMEO BOND, DUPLICATOR, IMPACT OFFSET
FINCH, PRUYN & COMPANY, INCORPORATED • GLENS FALLS, NEW YORK • SINCE 1905

FINCH, PRUYN & CO., INC.
9 Glen St.
Glens Falls, N. Y.

Please send me samples of the new Finch Bond.

NAME .....
COMPANY .....
ADDRESS .....
CITY ..... STATE .....

For More Information Circle No. 237

Reynolds & Reynolds Sales Representatives

NEW ENGLAND

CONNECTICUT, FAIRFIELD: J. M. Lashar, D. Savard, CL 9-5204.
MASSACHUSETTS, CAMBRIDGE: N. E. Duehring, W. W. Pearse, S. Straghan, UN 4-7044; PALMER: C. Windholz Jr., PA 946.
RHODE ISLAND, PROVIDENCE: L. O'Connor Jr., ST 1-3346.

MIDDLE ATLANTIC

NEW YORK, ALBANY: O. Miller, 4-3543; BUFFALO: H. H. Poulton, CI 3606; NEW YORK: W. Fox, C. F. Roeder, L. Straight, C. H. Swanson, H. W. Wishart, G. E. Dorry Jr., R. Constant, TR 3-5418; ROCHESTER: E. A. Reynolds, HA 6-2747; SYRACUSE: J. Gorton, HO 3-4802.
PENNSYLVANIA, NARBERTH: P. Burke, D. Gross, T. McKay, MO 4-6190; PITTSBURGH: W. G. Fischer, D. R. Hixenbaugh, MO 1-0467; WEST READING: J. L. T. Aiman, FR 6-1132.

NORTH CENTRAL

ILLINOIS, CHICAGO: W. G. Daniel, G. H. Dengler, E. J. Endzel, S. C. Morrey, SU 7-6740; PEORIA: B. Crismore, 2-7322.
INDIANA, FT. WAYNE: W. J. Dyk, AN 9459; INDIANAPOLIS: R. D. Brown, A. Wisner, WA 6-5605; MUNCIE: H. M. Chaddock, AT 23312.
IOWA, DAVENPORT: B. Hassel, 6-2933.
MICHIGAN, DETROIT: P. E. Bollinger, L. H. Taylor, T. E. Weaver, R. E. Williams, BR 3-9616; GRAND RAPIDS: J. Zimmer, GL 1-3162.
MINNESOTA, ST. PAUL: J. K. Annett, M. Bozenich, MI 5-5525.
MISSOURI, KANSAS CITY: J. Orwig, G. Kleban, BA 1-1817; ST. LOUIS: J. L. McLeod, PA 6-1188.
NEBRASKA, OMAHA: L. L. Rentschler, AT 4616.
OHIO, AKRON: B. Given, FR 6-8621; CINCINNATI: E. VanNess, AV 1-3068; CLEVELAND: L. M. O'Connor Sr., R. E. Lee, UT 1-6525; COLUMBUS: L. M. Price, HU 8-6534; DAYTON: R. G. Butcke, N. F. Gregg, L. Hawkes, R. L. Heilig, BA 4-3831; TOLEDO: G. O. Sullivan, GR 4-5365.
WISCONSIN, MILWAUKEE: H. A. Jennrich, C. G. Langheck, BR 3-6320.

SOUTH ATLANTIC

FLORIDA, JACKSONVILLE: C. C. Hassel Jr., EV 7-1117.
GEORGIA, ATLANTA: G. H. Fowler, B. Smith, JA 2-3377.
MARYLAND, BALTIMORE: G. E. A. Stewart, ID 3-5766; SILVER SPRING: T. Wisner, JU 9-3080.
NORTH CAROLINA, CHARLOTTE: B. R. Wilson, ED 4-9425.
VIRGINIA, RICHMOND: W. G. Archer, MI 8-5625.
WEST VIRGINIA, HUNTINGTON: J. H. Holliday, JA 5-8468.

SOUTH CENTRAL

ALABAMA, BIRMINGHAM: M. H. Reisinger, FA 3-3769.
KENTUCKY, LOUISVILLE: J. B. Hughes, JU 3-6876.
LOUISIANA, NEW ORLEANS: E. M. Brooks Jr., JA 5-4513; SHREVEPORT: W. D. Martin, 65-3194.
OKLAHOMA, OKLAHOMA CITY: C. Martin, FO 5-3021; TULSA: F. Pontious, WE 9-5508.
TENNESSEE, MEMPHIS: R. G. Thompson, BR 2-2912; NASHVILLE: G. W. Sisk, AL 6-8851.
TEXAS, CORPUS CHRISTI: B. G. Helm, TU 3-5261; DALLAS: G. B. Shafer, H. W. Secker, C. Stewart, FL 7-4627; HOUSTON: G. B. Haggott, R. F. Hendrix, JA 4-2405; LUBBOCK: B. Stewart, PO 3-1261; SAN ANTONIO: W. D. Gaston, PE 2-5161.

MOUNTAIN

COLORADO, DENVER: R. J. Folkman, AC 2-5440.

PACIFIC

CALIFORNIA, LOS ANGELES: J. A. Cook, L. Despie, J. Drummond, T. Gowran, T I. McKee, A. W. Skelton, NO 3-2251; OAKLAND: B. J. Lundquist, TE 2-7156; SACRAMENTO: D. Drake, GI 3-5019; SAN BERNARDINO: A. G. Cundiff, TU 9-3191; SAN DIEGO: J. R. Greene, CY 5-3508; SAN FRANCISCO: H. F. DuPre, KL 2-2648; SAN JOSE: B. Keagy, CY 3-1138.
OREGON, PORTLAND: A. Bouchard, CA 3-5924.
WASHINGTON, SEATTLE: W. E. Booth, MU 2-5790.

For More Information Circle No. 242

If you're "out to sea" in paper work...

get on solid ground by consulting one of Reynolds & Reynolds expert representatives! They've helped hundreds of large and small companies simplify paper work procedures. Reynolds & Reynolds will design business forms to meet your own particular requirements . . . and coordinate these special forms into an integrated system which will streamline your entire office procedure. Reynolds & Reynolds systems are made up of custom-tailored payroll checks, voucher checks, purchase orders, invoices, inventory records, production records, letterheads, envelopes, customer statements, machine accounting forms, bills of lading, journals and ledgers—to mention a few!

Let a Reynolds & Reynolds representative go over your paper work with you . . . no obligation! See list on adjoining page . . . call today!

The Reynolds & Reynolds Company

DAYTON, OHIO • CELINA, OHIO • DALLAS, TEXAS • LOS ANGELES, CALIFORNIA

BUSINESS FORMS AND SYSTEMS SINCE 1866

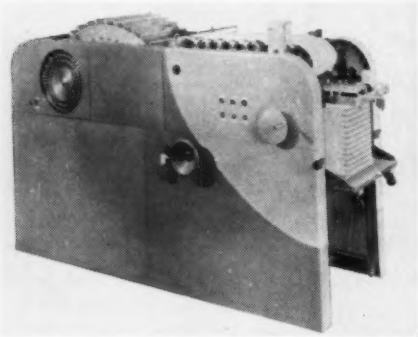
Also manufacturers of Post-Rite Pegboard Accounting Systems

For More Information Circle No. 242

New Products

AUTOMATIC COLLATOR

Thomas Collators, Inc., 100 Church St., Dept. B, New York 7, N. Y., announces their Rotomatic collator which will automatically collate, count, stagger and staple sets of from two to 50 sheets at speeds up to 25,000 sheets an hour. It takes sheet sizes from 7″ x 8″ up to 11″ x 14″ in a wide range of weights and finishes. Each of the 50 stations holds 1½″ of stock and all can be loaded in less than seven minutes. Machine is programed by color-coded push-buttons and two or more different collating jobs can be run at the



same time. Each sheet is micrometrically gauged to prevent misses and doubles; in the event of either, machine stops, a warning light indicates type of error and pointer shows where the miss or double occurred so that it can be immediately corrected. Machine also allows operator visual inspection and operator can stop it, by pushing a button, to remove a blank or misprinted sheet. Collated sets are stacked on a dolly which is rolled away when full and replaced by an empty one. The Rotomatic is 84″ long, 30″ wide and 49″ high. All controls are within arm's reach. **For More Information Circle No. 110.**

SPIRIT DUPLICATOR

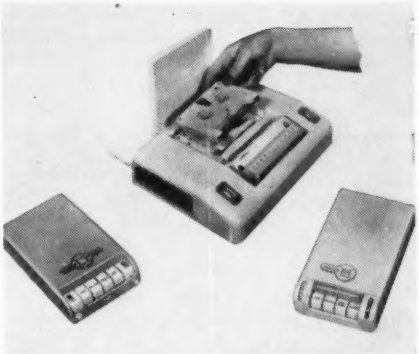
Standard Duplicating Machines Corp., Everett 49, Mass., makes the Standard Duplicenter with electronic automation which brings versatility to systems work, particularly order-invoicing from a single writing, purchase order and inventory control. Accessibility is the keynote of Standard's Duplicenter which delivers completed copies at eye level where the operator can clearly see the duplicated work, and easily

and quickly remove copies without rising from her chair or changing position. A front feed model, the machine offers a choice of operating controls. Master clamp may be opened by hand lever or foot control. The flick of a switch gives continuous automatic feed, or constant pressure on a foot pedal accomplishes the same thing. The unit is activated for single copies either by touching a button at the operator's right hand, by a toe touch on the foot pedal or by electronic feed. A micromatic

adjustment permits instant change in registration to compensate for any variations in printed forms. All these controls are standard equipment and offer the versatility for efficient handling of an almost limitless variety of business systems. With Standard's Electronic Feed, a sheet of paper, advanced casually or quickly, activates the duplicator for perfect copies in precise registration. Electronic Feed actually corrects any minor errors in aligning the paper; lets operator set her own speed. It handles forms of varying sizes and weights, from small coupons and punched cards up to 13″ x 14″ sheets. Another convenience feature is the automatic fluid system which draws from original gallon container in which duplicating fluid is shipped. A red warning light notifies operator when fluid supply must be replenished; green light indicates fluid system is in operation. Duplicenter's fluid pump, for which patents are pending, is an example of simplicity in construction and the clutch which activates the machine is magnetic for smooth wear-free action and quiet operation. **For More Information Circle No. 139.**

DICTATING MACHINES

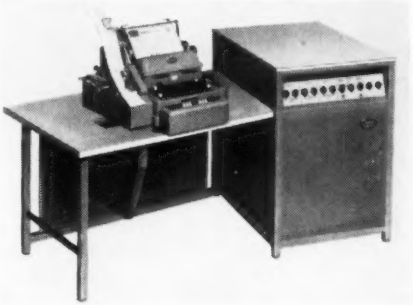
Geiss-America, 6424 N. Western Ave., Chicago 45, Ill., announces three miniaturized dictating units. The 7-lb. Minifon Office dictation-transcription unit is smaller than a standard letter, 2″ high and uses a 15-minute magazine of magnetic tape. For general-purpose recording, the Minifon Attache pocket size recorder has more than 25-ft. range and immediate playback. It uses the same tape magazine interchangeably with the Minifon Office machine, for quick, convenient typing. This instant snap-in tape may be mailed, filed, erased electronically or erased automatically as new material is recorded on it and is good for indefinite re-use. The third unit is the long-play Minifon P-55L, for recording entire conferences, speeches and instructions up to four hours without interruption or attention. It weighs 2-lb. and is pocket-size. All three units may be used separately. All are in matching metal



cases. The two pocket recorders have identical cases and are transistorized for instant on-the-spot use for plug-in or battery operation. All will play back immediately. All dictating functions of the Office and Attache dictator-transcribers are controlled from the microphone including recording, playback, rapid forward and reverse tape wind, corrections and letter ending. The three units comprise a related, unitized, miniaturized system embracing all voice recording and reproduction, dictation and transcription, and are priced under $200 for some units. **For More Information Circle No. 198.**

DATA WRITER-COMPUTER

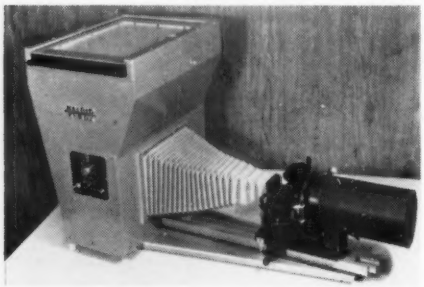
Friden, Inc., San Leandro, Calif., makes the Computyper Model CTS, an automatic writing-computing machine operated by punched paper tape, tabulating cards, or both. While producing a document at 100 words per minute, it can produce a by-product punched tape. It can also be



coupled to a key punch so that tabulating cards are automatically produced| Computypers are used for invoicing, purchase order writing, and writing insurance policies, premium notices and other documents. Can actuate other office machines, such as Flexowriters, card punches and computers via punched tape or cards. By-product tapes from Computypers can be transmitted over telegraph or telephone facilities. The CTS has an additional accumulator for more registers; increased production speed through automatic selective elimination of tabulating stops; automatic starting and stopping of input reading to permit variable entries; and convenient changing of applications by an 826-hole program panel, or patch board. In addition to its capability of direct connection and control of a card punch, the CTS can be used with a wide variety of auxiliary input and output units. Various tape and card readers including the Selectadata can be used for supplementary input, as well as an auxiliary Friden adding machine. Various punches can be used for auxilliary output as well as a Friden auxiliary output adding machine and Flexowriters. **For More Information Circle No. 136.**

MICROFILM ENLARGER

Haloid Xerox Inc., 59-222X Haloid St., Rochester 3, N. Y. announces a compact Xerox microfilm enlarger for use with its standard Xerox copying equipment. The



enlarger renders such equipment more versatile and useful to present users. The Xerox microfilm enlarger handles roll or card-mounted microfilm of original documents. Used with Xerox copying equipment, it provides sharp black-on-white copies up to 8½" x 13" on plain unsensitized paper, vellum, acetate, or offset paper masters. Copies emerge dry, ready for immediate use, and are as permanent as the base on which they are made. The process takes only three minutes. Magnification ratios are from 7.5:1 to 15:1. The film image may be visually focused and centered. Reproductions may be made from either 16mm or 35mm positive or negative film. An automatic timer simplifies exposure. **For More Information Circle No. 150.**

PORTABLE TYPEWRITER

Facit, Inc., 404 Fourth Ave., New York 16, N. Y., announces a Swedish-made portable typewriter, precision crafted from high quality Swedish steel and incorporating standard typewriter styling and construction innovations. Styled by Count Sigvard Bernadotte, the machine is finished in light Viking gray, harmonizing

with its green keyboard. In addition to the regular tabulator, it has a second tabulator system with up to 20 fixed preset stops. One movement of a single lever connects or disconnects the system. For many routine office tasks the fixed tab stops can serve as a "memory unit", eliminating the need to set each tab stop individually for letters or complicated statistical tables. Another feature is a specially engineered carriage bearing system which permits carriage movement as swift and smooth as a standard machine. The Facit portable has a basket shift for type bars. This is lighter to the touch, enabling consistent typing quality when capital letters are necessary. Half-line spacing aids typists

doing close line work. Linespace regulator permits easy spacing for one space, space and a half, and two-space lines. A rubber cushion keeps the machine stable, softens the sound, and protects the desk. Standard keyboard contains 44 non-reflex keys and types that produce clear-cut copy. A wide range of types are available, including pica, elite, pica imperial, elite imperial, and Corinthian script. Assembled in Sweden by AB Atvidabergs Industrier, the machine is priced at $124.50. **For More Information Circle No. 165.**

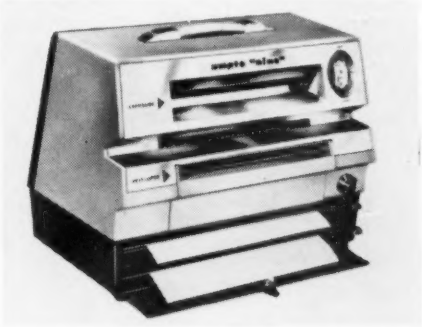
TRANSMITTED-DATA VERIFIER

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., makes an inexpensive monitor for verifying wire transmitted numerical data. The Victor Data Transmission Control System provides an efficient means of pinpointing and eliminating errors that occur in transmitting data over long lines. It is easily adapted to existing transmitting equipment used in chain and branch operations as well as railroads,

truck lines and air freight operations. It does not affect the speed or method of the transmitting equipment it monitors. Basic component is a Digit-Matic solenoid-operated adding machine. Digit-Matic units are cable-connected at the transmitting and receiving points where they automatically accumulate figures and print batch totals. These totals are compared at the receiving point (or central processing center) to verify the accuracy of the transmitted data. **For More Information Circle No. 163.**

PHOTOCOPIER

Ampto, Inc., Newton, N. J., announces a 9″ portable photocopier, the Ampto Nine, designed for all-purpose operation. It will handle papers and films up to 9″ wide by any length, and lists under $200. It can be used for the straight diffusion transfer (peel-apart) exposures and processing, and with the single-sheet Plenacopy process whereby unlimited numbers of copies can be made from a single negative. Other features of the unit include: light weight (18 lbs.) and complete portability, including carrying handle; no mixing of liquids (plastic container of ready-



mixed solution fits inside hinged lid at rear of machine); built-in compartments for 100 negative and positive papers or film (aluminum paper dispensers fitting into these compartments are optional; for papers 8½″ x 11″ and 8½″ x 14″); suitable for use with transfer papers, such as Ampto Lumolite, when used under fluorescent lighting or diffused daylight. The Nine can also make positive films for use with positive plates for offset printing, diazo reproduction intermediates, and transparencies for projectors. On-off switch and exposure setting dial are on face of unit. Precision rollers control progress of papers or films in unit's exposing and processing sections. **For More Information Circle No. 120.**

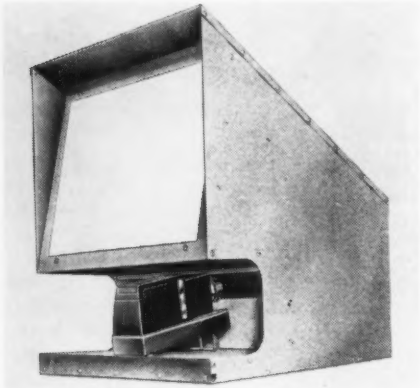
TABULATING RIBBON

Codo Mfg. Corp., Leetsdale, Pa., makes Tabulon ribbons expressly for tabulating

machines. Tests indicate that this ribbon, featuring a polyamid fiber material known for its strength, will stand up longer under the heavy impact of tabulator keys. In addition, Tabulon Ribbons deliver consistently sharp impressions, are lint-free, and have built-in ink recovery. A special ink known as Codo Perma-Jet is used in Tabulon ribbons. It eliminates clogged or sticky type, flows rapidly through the fabric to re-ink used portions, and permits better copies on machines such as Thermo-Fax, Ozalid, Bruning and others. **For More Information Circle No. 161.**

MICROFILM READER

Microdealers, Inc., 1560 Trapelo Rd., Waltham 54, Mass., has developed the Draftsman microfilm reader in three models. All feature Bell & Howell projectors (with Trionar anastigmatic F 3.5 coated lens) and will accommodate D-size Filmsort aperture (Mil. Spec.) cards.



They use both negative and positive film with either aperture cards or conventional slides and allow for projection onto wall screens for group viewing. A 300-watt blower-cooled projection lamp provides increased lamp life. Card-holder, that mounts in place of a slide changer, features two-way card insertion, glass optical flats for better focus, and automatic card stops for positive positioning. The cabinet model, 707C, has a 12″ x 18″ Kodak dayview screen and projects the full D aperture at one time. Its cabinet is rigid sheet steel with baked enamel finish. Price is $125. The 707A, an adaption of the 707C, attaches to any drafting table and can be used in normal light. Price is $95. The 707P uses the projector and card holder of the other two models as a wall projector for group viewing. Price is $75. **For More Information Circle No. 102.**

MAGNETIC TAPE FILES

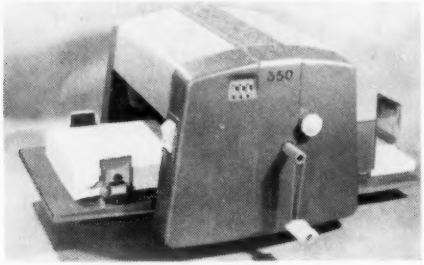
Tab Products Co., 995 Market St., San Francisco 3, Calif., announces that space-saving flexible and completely accessible modular storage racks, cabinets and transportation units for in-transit security, are basic equipment in Tab's systematized

line developed after extensive experience in actual tape installations. There is equipment for handling and storage of tapes of varying widths. An open-front modular reel cabinet is of shelfless construction with bottomless, welded-in racks, to allow dust to fall through to the bottom of the rack where it is easily removed. The open front makes it easy to label reels for identification and provides maximum storage and handling efficiency. A two-rack unit stores 40 reels and a four-rack unit holds 80 reels. The two-rack units can be used on top of the four-rack cabinet for storage as high as needed. This provides flexibility

for later expansion in existing space. Heavy gauge wire partitions holds reels apart for necessary air circulation, temperature and humidity control. A five-shelf reel cabinet, for primary tape storage, has a 20-reel rack which slips into place on each shelf, providing 100-reel storage capacity. Reels may be moved singly or by complete rack sections. This model is available with doors if desired and locking doors are also available. A counter-high full depth Storaway holds up to 104 reels of tape and provides ready tape availability from both sides. It has a plastic laminate work surface, 39″ high. Another Storaway, for use against walls and in cramped locations, stores 52 reels. For tape transit, a combination reel truck and temporary storage unit houses two 20-reel racks and may have locking doors and a plastic laminate working area. There is ample top space for removal of tapes from containers and placement of racks holding reels being processed. Work area is recessed to prevent reels sliding off. A portable reel rack with a multi-position handle permits easy selection or removal, locks reels securely in place when being carried, and is easy to grasp for removal of carrying unit from a shelf. **For More Information Circle No. 202.**

STENCIL DUPLICATOR

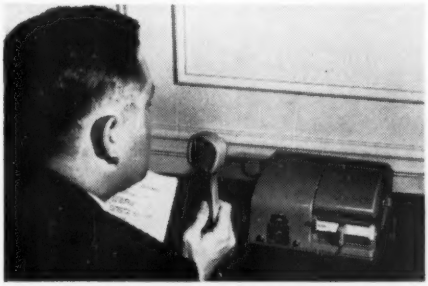
Addo-x, Inc., 300 Park Ave., New York 22, N. Y., announces the Roneo 350 Duplicator in electric and hand models. Features



include: constant speed, full ream feed, fully automatic inking; simple single lever control for switch and feed; hairline registration; dual-system feed mechanism; 20-second color change; Ejecto strip with both pick-off, follow-through strippers; automatic pre-selector shut-off feed; precision stacking of finished copies; quality reproduction of photographs, halftones and all types of printed matter, using Roneotronic stencils. **For More Information Circle No. 115.**

DICTATING MACHINE

Peirce Dictation Systems, 5900 Northwest Highway, Chicago 31, Ill., makes the Model 565-ESP which enables dictators to easily control all functions by simply positioning three dual-control buttons either up or down on the hand microphone. User can dictate and pause by free thumb-pressing of dictation bar, or lock it in dictate position for continuous dictation.



Flash back to any dictation point as often as desired for spot or long review. Corrections are made by speaking over unwanted material. If dictator does not care to re-dictate over unwanted material to wipe it out and insert corrections, a button is pushed down to indicate special instructions to transcriber. This automatically punches point of instruction on time index card. The instruction button pushed up automatically marks end-of-letter. The use of only three buttons to control all dictating procedure makes it convenient for operators to dictate faster, with accuracy and clarity, and greater confidence. **For More Information Circle No. 199.**

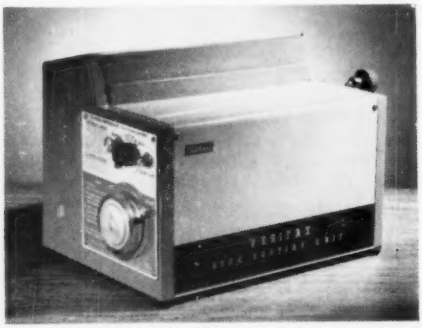
CARBON PAPER

Kee Lox Mfg. Co., Dept. 104, 10 Kee Lox St., Rochester 1, N. Y., makes a long

wearing, all-purpose plastic base carbon paper called Balanced Brand, which is economical because of the extended service gained through use of the new coating. Additional savings are realized because the paper is designed to satisfy all the requirements of general office procedures, thus eliminating the necessity of stocking several types of paper. Balanced Brand will fulfill all normal multiple-copy requirements of the average office and is suitable for use with almost any type of machine. **For More Information Circle No. 215.**

BOOK COPIER

Business Photo Methods Div., Eastman Kodak Co., 343 State St., Rochester 4, N. Y., makes the portable Verifax Book Copying Unit, capable of copying over 95% of the book material in any library. The unit, designed as an accessory for other Verifax copiers, exposes books, magazine pages, or other documents up to a maximum size of 8½" x 11" within 10-15 seconds. The exposed matrix paper is then activated to produce copies in any of the four Verifax copiers. Five dry, long-lasting copies are available from the single matrix in about one minute and at a cost of only 2½c each. Designed to assure complete page copies of the most tightly



bound books, a vertical wedge-shaped exposure section is a key feature of the unit. It copies a full page of text complete down to the binding. The book is safely supported during exposure to prevent damage to its binding. Unit weighs 13 lbs. A

Office Machines Can Be Quieted

MODEL EF-2159
USED WITH
BURROUGH'S SENSIMATIC

What office wouldn't like to bring Tranquillity back for all employees? Gates Acoustinets do just that . . . they absorb office machine noise at its source. These scientifically engineered acoustical cabinets stop office machine clatter from disturbing adjacent office personnel and make it a lot easier for the operator to give full concentration power. Gates Acoustinets are guaranteed to improve your office noise problems.

Write for details. Give machines, makes, models you use and measurements.

Gates ACOUSTINET

607 AMERICAN STANDARD BLDG. · BUFFALO 7, NEW YORK

WHO NEEDS THIS ACCOUNTING MACHINE?

If your business posts 200 statements a month, you do. And now Monroe offers you an accounting machine—the President—priced especially for the small businessman. Accounts receivable, accounts payable, payroll—three of the biggest accounting jobs and this one machine handles them all. A simple twist of the control knob changes from one operation to another . . . you can be sure of error-free posting and neat printed statements . . . and the President's speed saves you time—and money. Yet the cost for such big business performance is hundreds of dollars less than other accounting machines in its class. The President actually establishes a new ratio between what you pay and what you get.

It's not always easy to find the day when a small business really comes of age, but one measurement is its accounting methods. The day you buy a Monroe accounting machine is the day you buy prestige accounting—the day you *know* you're running your business efficiently . . . economically . . . like a big business.

Call your Man from Monroe today to see the President in operation. Models start at $750.

MONROE

for CALCULATING
ADDING • ACCOUNTING
DATA PROCESSING MACHINES

Monroe Calculating Machine Company, Inc., Sales and service in principal cities everywhere. General offices, Orange, N. J.
A DIVISION OF LITTON INDUSTRIES

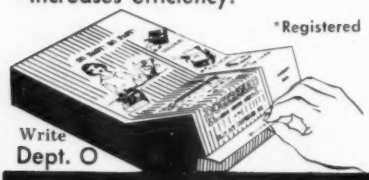
For More Information Circle No. 276

LIKE THE DAWN OF A NEW DAY

THE FIRST TIME I USED ROGERSNAP CARBON SECOND SHEETS IN THE NEW *FLIP-OUT DISPENSER BOX!

They changed me from an average secretary to one of the best . . . and my work is easier than ever before. If you ask your stationer for a copy of the Comparative Cost Analysis, it will show you why. Tests prove that by eliminating waste motion, Rogersnap saves time and money and increases efficiency.

*Registered



Write Dept. O

ROGERSNAP TRADEMARK

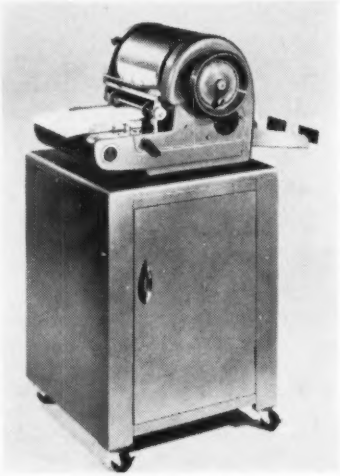
P. O. BOX 10425 · DALLAS, TEXAS

For More Information Circle No. 390

carrying case is available as an accessory. Latent, image-keeping quality of the Verifax matrix paper, allows a time lapse of several days between exposure and processing if necessary. A built-in exposure compensator reveals variations in voltage in any copying location and indicates the correct exposure time anywhere without trial-and-error processing. Once optimum exposure is determined for the matrix paper used, operator can maintain it at all times. Vertical exposure section consists of a thin-section, metal-faced, sponge-rubber platen and a glass-covered lamp bank assembly of 20 7-watt lamps with 1500-hour estimated life. A three-wire power cord and grounding adapter are supplied with the unit which operates on 105 to 125 volts AC, 50 or 60 cycles. Price is $185. Canvas carrying case is $7.50. **For More Information Circle No. 127.**

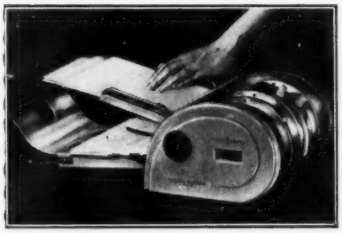
STENCIL DUPLICATOR

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., makes the Model 412 high-speed electric mimeograph machine, providing a completely automatic inking



system with the ink supply up to 20,000 copies per single inking. This model is jam-free at speeds as high as 100 copies per minute. **For More Information Circle No. 105.**

Avoids work interruption!



Folding by hand is a tedious nuisance. Your secretary spends more time getting ready to start than she spends actually folding. Even in a small office PB's Model FH Folding Machine can save that "get ready" time.

The FH, with hand feed, can fold almost anything as fast as you can feed it. (With full automatic feed, at slight extra cost, it will double fold 100 letters a minute.) It even has an optional attachment for stuffing envelopes at the same time. Makes eight different folds. Handles multiple sheets, loose or stapled, in most standard weights and finishes of paper from 3 by 3 up to 8½ by 14 inches. Light and portable, the FH can be set in less than a minute – easily operated by anybody. *Costs less than a standard typewriter!*

For daily or infrequent use, the FH soon pays for itself. Larger model FM also available – folds up to 19,000 sheets an hour.

Call nearest Pitney-Bowes office for a trial demonstration in your office – no obligation. Or send coupon for free, illustrated booklet.

The Model 3300-FH, combined folding and inserting machine, will fold and stuff 500 letter sheets in envelopes in eight minutes.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

PITNEY-BOWES Folding & Inserting Machines

Made by the originator of the postage meter ... 121 offices in the U.S. and Canada, with nationwide service coast to coast.

PITNEY-BOWES, INC.
3419 Walnut Street, Stamford, Conn.

Send free ☐ *booklet on PB folding and inserting machines* ☐ *postal rate chart.*

Name _____

Address _____

For More Information Circle No. 420

Henry F. Zartl,
Manager, Teletype Dept.,
The DoALL Company,
Des Plaines, Illinois

DoALL's "Sameday Service" assured by Teletype

Over 100,000 customers have immediate access to the DoALL Company's $2 million dollar centrally located cutting tool and gage inventory.

Here's how it works. If a customer requests an out-of-stock tool at any of DoALL's 37 sales-service stores, an order is dispatched in seconds via a Teletype printer to DoALL's central warehouse.

The request, received in printed form, is processed in a matter of minutes. The order is filled, packaged and shipped—all in an average time of two hours from receipt of request.

For customers—reduced inventory, wider choice. The speed and accuracy of Teletype equipment makes the entire DoALL inventory of 15,000 items immediately available to the customers.

For DoALL—more, profitable business. Offering immediate delivery on hard to find, non-standard cutting tools brought in more business.

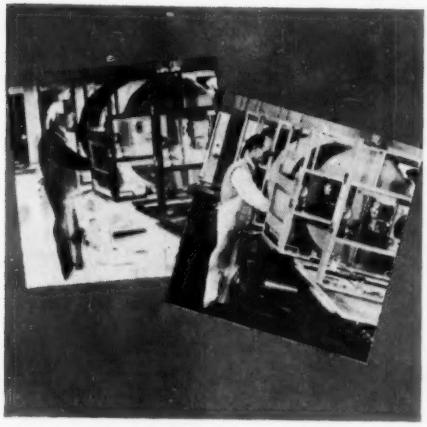
More information. If you would like more information, please write to Teletype Corporation, Dept. 32G, 4100 Fullerton Avenue, Chicago 39, Illinois.

TELETYPE®
CORPORATION
SUBSIDIARY OF *Western Electric Company* INC.

For More Information Circle No. 238

HEAT-DEVELOPED FILM

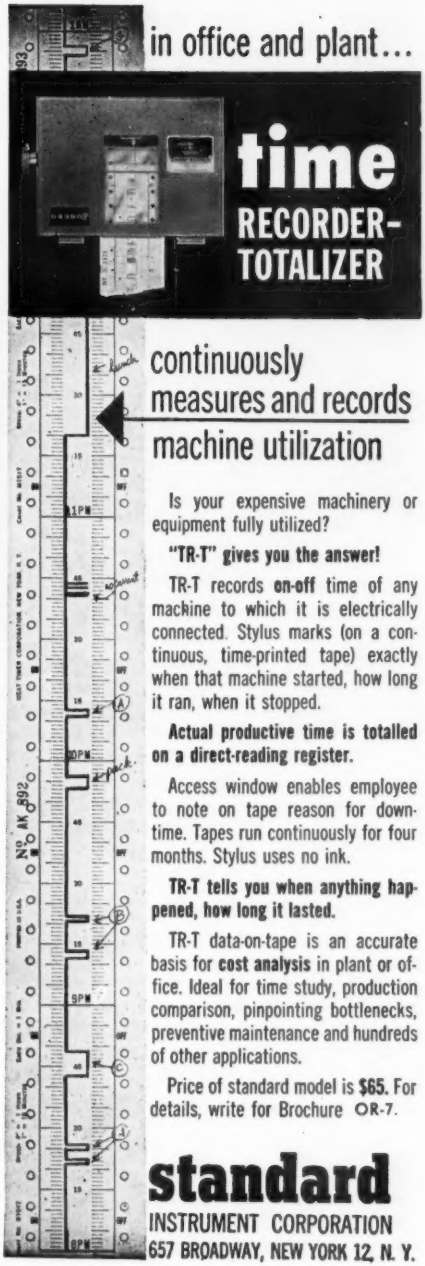
Slide-O-Film Div., Charles Beseler Co., 219 South 18th St., East Orange, N. J., offers Slide-O-Film for making black-and-white negatives from color slides; projection positives from these negatives; and positive projection transparencies from any black-and-white negative. No chemicals or darkroom are necessary; development is by application of heat for two seconds.



Film and negative can be exposed in a simple slide projector then immersed in boiling water or pressed with a hot iron. Beseler's compact Slide-O-Film Printer with automatically timed ultraviolet lights and thermal roll retails for about $25. Slide-O-Film is grainless and dateless; comes in 35mm and 2¼″ x 2¼″ sizes. It can be used to make permanent duplicates of microfilmed documents; black-and-white negatives from Polaroid slides from which enlarged prints can be made; positive transparencies from offset negatives or negatives of positive transparencies. For literature describing the uses of Slide-O-Film, **Circle No. 176.**

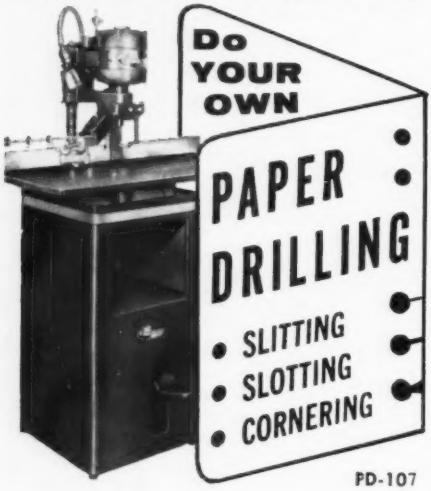
PERPETUAL CALENDAR

Unical Co., Box 3205 Federal Station, Rochester 14, N. Y., offers a 20-page Perpetual Calendar, showing all years from 1 to 2400 A. D. It measures 2½″ x 4″, costs $1. **For More Information Circle No. 130.**



For More Information Circle No. 398

Make Your
DUPLICATOR OPERATION
COMPLETE



with a

Challenge®
PAPER DRILL

To speed production and eliminate "outside expense" on loose-leaf forms . . . do you own drilling, slotting and cornering—all on one machine! Much **faster than punching.** Drills 2 inches of stock in seconds!

Challenge offers a full line of drilling machines and attachments for every need. Foot power model (shown above) leaves both hands free for handling stock. Table model also available. For more complete information, see your local Challenge equipment dealer or write today.

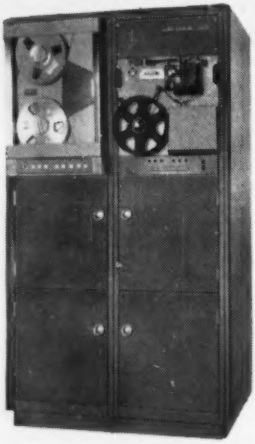
Challenge

The Challenge Machinery Co.
GRAND HAVEN, MICHIGAN
World's Largest Manufacturer of Paper Drilling Machines.

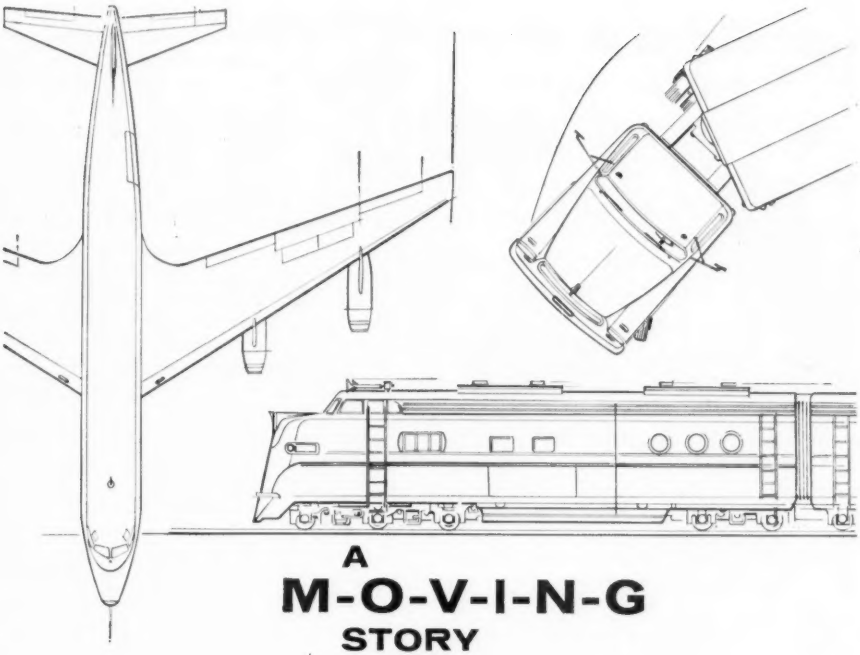
For More Information Circle No. 387

MAGNETIC TAPE TO TELETYPE CONVERTER

Digitronics Corp., Albertson Ave., Albertson, N. Y., offers its Dykor D101 Converter that provides rapid, accurate and controlled communication between computer and remote Teletype stations. It converts data on magnetic tape, produced by any computer wherein code is six-bit parallel plus a parity bit and serial by character, to its corresponding form on standard Teletype paper tape. Input and output data, although in different code, are completely identical in content, except for



certain editing and format control characters appearing on the output tape. These characters including figure and letter shift, blanks, carriage returns and line feeds are inserted in part automatically and in part under control of a plugboard. Data thus inserted permits control of the remote Teletype printer without special programing of computer. Magnetic tape data is accepted by the D101 in the computer code by a tape unit fully compatible with the computer tape. Conversion operation is manually initiated, then proceeds automatically until end of input tape data. Paper tape output of Converter is prepared by a high speed perforator at up to 240 characters per second in Teletype



A M-O-V-I-N-G STORY ABOUT PAPERWORK SAVINGS!

With modern Bruning Copyflex copying machines, you can put a happy ending to one of the saddest wastes of time and money, move products to customers faster!

With Copyflex, you eliminate clerical copying, speed such major business operations as order-invoice, purchasing-receiving, accounting, and production control.

Customer orders, for instance, are written or typed once; invoices, shipping papers, etc. are reproduced by Copyflex from the original order. No rewriting or retyping of repetitive information, no proof-reading, no copying errors. Waybills and other transportation forms are speeded as in no other process.

Versatile Copyflex can be adapted to single sheet, snap-out, or continuous forms. It makes sharp, black-on-white copies (or color-tinted) at 1¼¢ each for letter size. Machines are clean, quiet, and odorless.

Why not mail the coupon, right now, for more of the story that puts a happy ending to your paperwork problems.

Desk Top Model, $555.
Larger Models Available.

BRUNING *Copyflex*®

CHARLES BRUNING COMPANY, INC., DEPT. 7-K, 1800 CENTRAL ROAD, MT. PROSPECT, ILL.
Offices in Principal U. S. Cities • In Canada: 103 Church St., Toronto 1, Ont.

Call the Bruning Man

Please send me the story of Copyflex for Order-Invoice and other Business Applications.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

For More Information Circle No. 221

ATLAS
VERTICAL FILING
SYSTEMS

- FAST
- EFFICIENT
- ECONOMICAL
- SAFE

FOR
NEGATIVES • OFFSET PLATES
STENCILS • SKETCHES • ARTWORK
MASTERS • X-RAYS

ATLAS CABINETS

Complete line of models for negatives, plates, stencils, etc. up to 21" wide. Capacities up to 1,400 pieces. Wide range of sizes up to 20½" wide, 52" high, 28" deep.

ATLAS HANGERS

Over 20 types and sizes, a complete patented line. Lug, spring-clip and envelope types to fit every need.

At Quality Equipment Dealers Everywhere—Specialized Model at Addressograph-Multigraph Agencies

Write for Complete Catalog

ATLAS STENCIL FILES CORP.
16716 Westfield Ave. • Cleveland 10, Ohio

For More Information Circle No. 394

five-level code. Complete control over format is provided without computer programing. The plugboard permits insertion of carriage returns, line feeds and blanks. Format control characters are not necessarily contained on the input magnetic tape. The figure and letter shifts are inserted automatically by the D101 whenever output calls for a number to letter (or vice versa) translation. Corresponding characters are not present on the input tape whose data appears in the computer seven-bit alphanumeric code. Several other control features are available to plugboard programer. Whereas controlled reading of magnetic tape requires that data be organized into blocks, output blocks may be contiguous or program separated by either computer or D101 plugboard. The latter also has wide facility for translating characters based on character position in the memory. Non-significant zeros can be suppressed at programer's option. Although basically a standard unit, plugboard can be readily modified and custom-designed to meet the requirements of user. The D101 has several features to provide highly reliable operation. **For More Information Circle No. 216.**

PAPER JOGGER

Syntron Co., 715 Lexington Ave., Homer City, Pa., makes an electromagnetically vibrated Paper Jogger for processing larger quantities of papers and

mailroom materials. This PJ-25 will quickly align scrambled stacks of correspondence, orders, invoices, premium notices and other large volume paperwork

Victor's new, completely automatic printing calculator with the

New Simpla-Key

Lets you automatically multiply, add, subtract, or divide with a flick of One Key!

Flick Up to Multiply

Center to Add, Subtract

Flick Down to Divide

VICTOR Automatic Printing CALCULATOR

Imagine! Multiply, divide, add or subtract with the new Victor Calculator—all automatically! Just flick the Simpla-Key—enter figures as you'd write them—and the machine does the rest. Unbelievable!

A printed tape, with a true symbol, identifies figures entered and operation performed. See the unique Victor Calculator today. Convenient terms. See "V" for Victor in the adding machine section of the Yellow Pages.

VICTOR ADDING MACHINE CO., CHICAGO 18, ILL.
Victor Adding Machine Co., (Canada), Ltd., Galt, Ont.
Manufacturer of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Victor Adding Machine Co., Dept. O-759
Chicago 18, Illinois

Send me complete new brochure on Victor Automatic Calculator.

Name_____

Company Name_____

Address_____

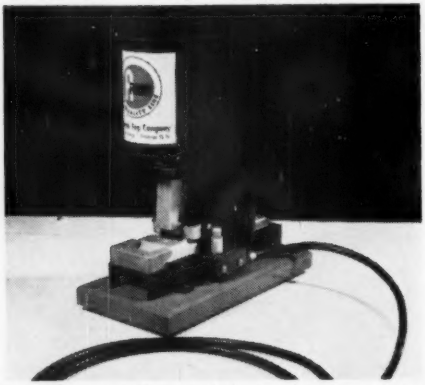
City_____ Zone____ State____

For More Information Circle No. 222

prior to filing or processing. It is also used with automatic processing equipment for straightening data cards, records, etc., prior to machine accounting and microfilming. In the mailroom, the PJ-25 rapidly shakes down envelope contents prior to machine opening or sealing; and aligns bundles of mail for tying and bagging. The PJ-25 electromagnetically vibrates 3600 times a minute to provide all the agitation needed to efficiently handle different size bundles of different weight papers. Its vibration power is instantly adjusted to suit the best jogging characteristics of the paper being handled by simply turning a rheostat dial on the face of the unit. **For More Information Circle No. 123.**

ELECTRIC STAPLER

Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh 33, Pa., has developed the Arma Model E-159 Electra-matic Stapler which is 4" wide and weighs 5 lbs. Designed for applications where fast, trouble-free stapling of various items, including thick binders and reports, is required. Tests on both wearing apparel and stationery are said to show the Arma Model E-159 can provide years of service



in offices or plants. It has solenoid action; operates 110-volt AC; uses standard size staples; quickly loaded; adjustable for various applications. **For More Information Circle No. 138.**

As many copies as you want . . . at less than 5¢ each . . . and each in seconds with **THE NEW ANKEN PLENACOPY PROCESS**

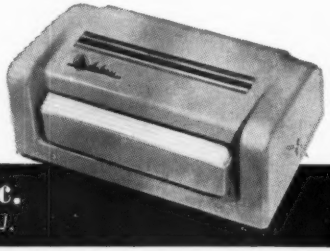
- *Countless Copies from a single photocopying negative*
- *No waiting*
- *Full Fidelity* for any copying equipment*
- *No peel-apart*

FOR THE OFFICE – RECORD ROOM – ENGINEERING DEPARTMENT

Your present photocopying machine can be adapted for The Plenacopy Process, with simply a second processing solution tray — or this inexpensive Plenamatic Processor for the Plenacopy Monobath solution. Single-sheet Processing — no waiting ....no peel-apart.

*Full Fidelity — The Plenacopy Process now makes it possible to obtain crisp, clear copies — and as many as you want — using a transfer negative, (usually discarded) made in any of the standard copiers.

How to use the Plenacopy Process, in 100-plus ways to save time and money.... in the office, blueprint department, record room, art department and office forms duplicating.



Anken Film Company, Inc.
11 Hix Avenue • Newton, N. J.

For More Information Circle No. 339

Your company is judged by the office you keep...

This Cole office is designed for a busy executive . . . one who insists on the prestige of fine furniture combined with efficiency. Notice the marked individuality of the colorful, two-tone executive desk, the chairs contoured to fit your body. Note how the credenza and table blend with the decor of the office. Here, indeed, is an atmosphere of personal comfort and good taste that immediately puts clients at ease while providing an inspiring setting in which to work. This is but one example of how Cole will enrich your office with furniture of distinctive styling and lasting beauty. See for yourself why Cole is so far ahead in the office equipment field. Send for our FREE color catalog . . . today! Cole Steel Equipment Company, Inc., Dept. 47, 415 Madison Ave., New York 17, N. Y.

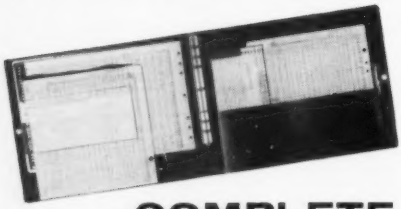
For More Information Circle No. 419

COLE STEEL

NEW YORK CITY • CHICAGO • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO • HOUSTON • ATLANTA • TORONTO, CANADA

BALANCE SHEET

NOW...all in one binder!



COMPLETE PAYROLL SYSTEM

for just $48.50

New Multi-Rite Peg-Binder Payroll Package is a complete "one-write" payroll system in a single binder. Includes a supply of all necessary forms for a payroll of up to 50 employees. Forms available for larger payrolls at moderate cost.

Perfect for *confidential or executive* payrolls—comes equipped with its own lock for security.

ALL THESE ADVANTAGES . . . AT LESS THAN 5¢ PER EMPLOYEE PER WEEK!

- **3 records at ONE writing in ⅓ the usual time**
- **Cash or check payrolls, weekly or semi-monthly**
- **Uses existing checks for check payrolls**
- **Tax data up to date at all times**
- **No special training, use it immediately**
- **Pre-shingled pay statements for accurate registration**
- **Eliminates transcription errors**

—FREE ILLUSTRATED BOOKLETS ON MULTI-RITE—

☐ Peg-Binder Payroll Package

☐ Accounts Payable ☐ Accounts Receivable

☐ Time Payments

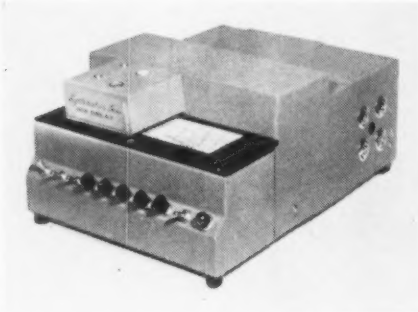
—ATTACH TO YOUR LETTERHEAD AND MAIL OR—
CALL YOUR Y&E OR CESCO REPRESENTATIVE

YAWMAN & ERBE MFG. CO., INC.
C. E. Sheppard Division, 1082 Jay St., Rochester 3, N. Y.

For More Information Circle No. 340

TAB CARD READER

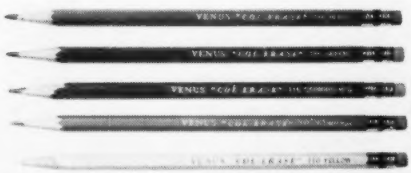
Systematics, Inc., 10 East 40th St., New York 16, N. Y., announces a low-cost reader that automatically reads 80-column punched cards at speeds of 1200 columns per minute. This Systematics Electronic Photocell Tab Card Reader provides



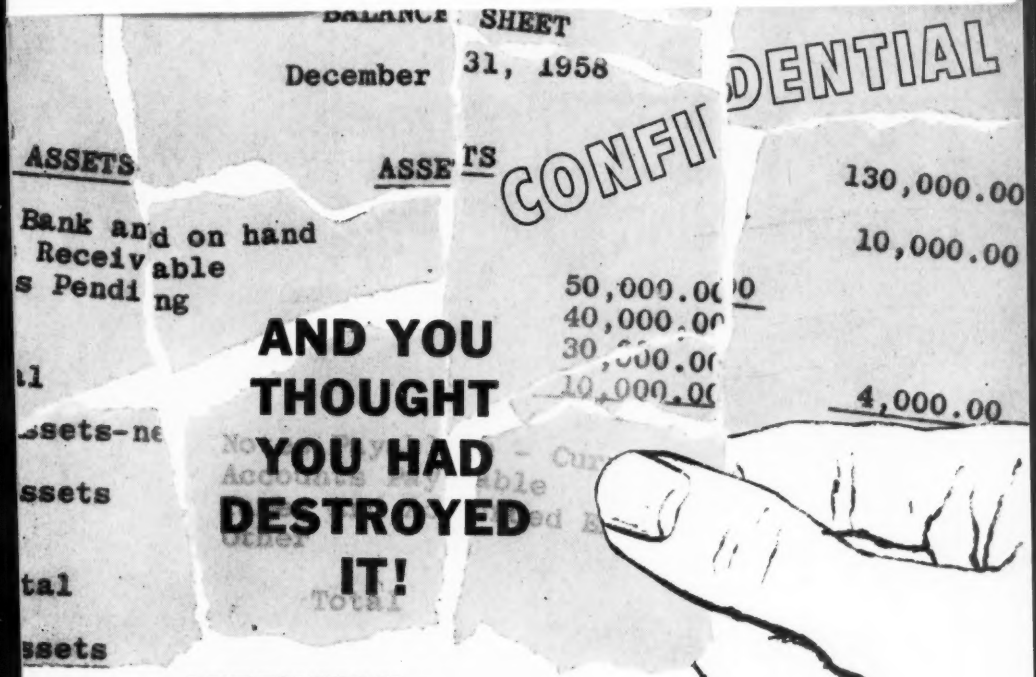
alphnumeric input to an IBM 632 Electronic Typing Calculator and can be adapted to operate a variety of accounting machines, adding machines, typewriters, etc. It uses a unique mechanical design for registering and transporting the card. The programing unit, designed as an integral part of the reader, provides the full degree of flexibility desirable in automatic input applications. **For More Information Circle No. 132.**

COLOR PENCILS

Venus Pen & Pencil Corp., Lewisburg, Tenn., makes color pencils with a lead formulation whose markings are erasable. The leads come in five colors: vermilion,



carmine, blue, green and yellow. In addition to erasability with an ordinary eraser, they combine the strength and durable point properties of the finest black leads. All five colors are water-resistant and can



ATTENTION –
Office Manager

There's one quick, effective way to destroy confidential papers and obsolete records instantly – in your own office – with no possible chance that anyone can reconstruct them.

The new Shredmaster Bantam 10 is as unobtrusive as your office typewriter. Anyone can operate it . . . just drop papers in and unreadable shreds come out. Safe, clean, quiet, trouble-free. You can use the sheds as packing material.

Put a Bantam 10 in every office where papers should be destroyed to protect personal privacy and company secrets.

FREE: Illustrated descriptive folder with details of 10 Day Free Trial. Just write today to:
75 Varick Street, New York 13, N. Y., Room 1410
Ask for Circular 70

For quick, effective destruction of
Personnel Records
Sales Files
Engineering Drawings
Financial Reports
Estimates
and Proposals

Shredmaster Bantam 10 — the lowest-priced shredder on the market. Quickly pays for itself.

The **SHREDMASTER** *Corporation*
A DIVISION OF SELF WINDING CLOCK COMPANY, INC.

Manufacturers of the Clipper 14, only heavier duty shredding machine suitable for office use.

Sales and Service in principal cities in U. S. and Canada.

For More Information Circle No. 317

SPEED YOUR TYING

TIE LETTERS, PARCEL POST, CHECKS, BOXES, CIRCULARS, LABELS, PRINTED MATTER AND THOUSANDS OF OTHER ITEMS *10 TIMES FASTER* *with an*

AUTOMATIC PAK-TYER

Easy to operate and maintain. This speedy **ALL-PURPOSE** tying machine is designed to tie any size or shape package tight without adjustments. The knot is slip proof. Saves time and twine. Several models to choose from.

LET FELINS SOLVE YOUR TYING PROBLEMS. WRITE FOR CIRCULARS NOW

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

For More Information Circle No. 399

4
3
27

seen on more desks across the nation than any other stapler. For information on the best selling #4, #3 and #27. Write:

Swingline® INC.
LONG ISLAND CITY 1, NEW YORK
World's Largest Manufacturer of Staplers for Home and Office

For More Information Circle No. 400

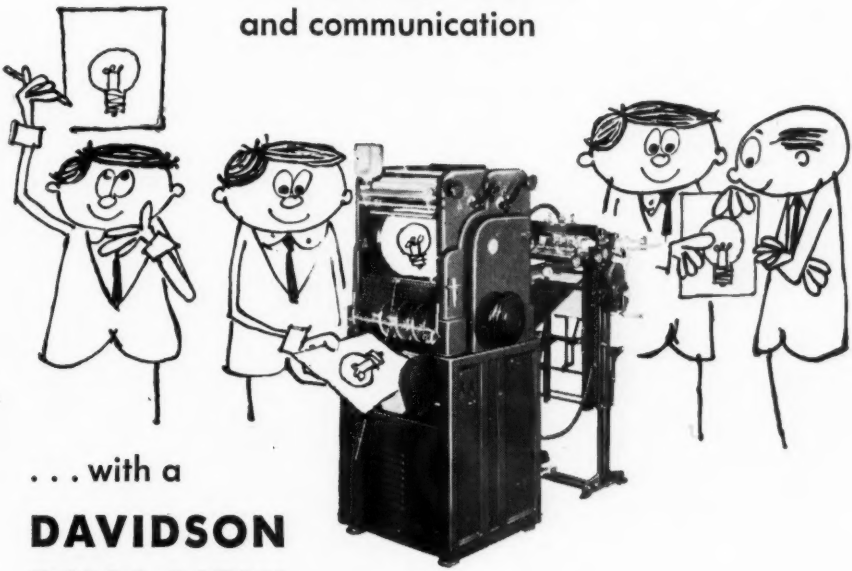
be blended to produce variations in color and shade. First eraser-tipped woodcased pencils using this lead are Venus Col-Erase. Free samples are available by request on company letterhead. **For More Information Circle No. 126.**

OFFICE REFRIGERATOR

Uropa International, Inc., 16 West 32nd St., New York 1, N. Y., distributes the Uropa Fridg-ette, a desk-high refrigerator offered in a range of pastel and furniture colors, and equipped with a glass fiber service top. Made in West Germany, the unit measures 30″ x 20″ x 23″ and is available in ivory, pale blue, mist green and dove gray colors, plus brass and chrome trim. The brass-trimmed glass fiber

top is a departure from the conventional small cooler. Interior storage space is 2½ cu. ft. with door shelf space, racks for bottles, eggs and perishables, and adjustable brass-trimmed shelves. Freezing area is 13″ x 12″ x 4″. Priced at $149.95 list, the cooler is adaptable to AC and DC on all voltages with low power consumption. Cooling unit, functioning on the absorption principle, requires no motor. A one-year guaranty on electrical parts and five-year warranty on cooling unit is provided, and service contracts are available. Opera-

Only a matter of minutes . . . between inspiration . . . and communication



. . . with a DAVIDSON DUAL-LITH!

That important sales bulletin that you just wrote; or a new promotion piece for the trade can appear *in print* the same day when you own a Davidson Dual-Lith. Type, write or draw directly on a paper master and put it on your Dual-Lith. Your copies come out sharp and clear—because you're getting *true offset printing!* For longer runs, and for photographic or color reproduction, use a metal plate.

Think how communications will be improved and speeded up in your company—with a Dual-Lith. Every memo, every last-minute price change can be out by five! Dual-Liths are rugged, compact, simple to operate, easy to maintain. Ten models, too—one exactly right for your requirements. Take a moment out now to write us for FREE literature . . . or better still, call your local Davidson distributor (he's listed in the Yellow Pages).

Davidson

DAVIDSON CORPORATION
Subsidiary of Mergenthaler Linotype Co.,
29 Ryerson Street, Brooklyn 5, N. Y.

I'd like to know more about Dual-Lith. Send free literature, and name of my distributor.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

TO-79

DAVIDSON CORPORATION, 29 Ryerson Street, Brooklyn 5, New York

For More Information Circle No. 407

for the very finest stand...

the Consolett

by
LUXCO

the Consolett Stand
model B650

- Smooth, enclosed, functional design complements the appearance of any office . . . provides roomy comfort and privacy.
- Completely reinforced steel panel construction assures rigid stability for all office machines.
- Concealed bar retracts ball bearing casters at the touch of a toe. Four adjustable rubber feet level stand on all floors.
- The unmatched beauty and style adds the final touch of good taste to your office and equipment.
- Colors: gray, desert sage and mist green baked hammerloy enamel. Generous top area: 28"x19".

Write today for full information

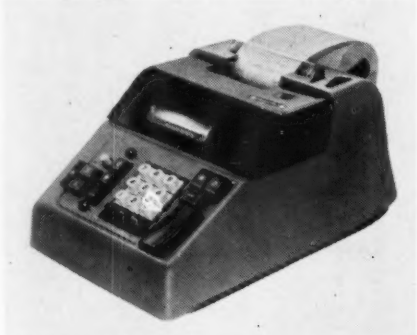
BADGER *inc.* • LA CROSSE, WIS.

For More Information Circle No. 391

tion is noiseless, fully automatic and trouble-free. **For More Information Circle No. 162.**

ADDER-MULTIPLIER

Olivetti Corp. of America, 375 Park Ave., New York 22, N. Y., offers the Multisumma 22, a high speed adding machine that gives credit balances and also multiplies automatically with all calculations recorded on a printed tape. It operates at 220 cycles per minute and is light and compact. Up to 12 digits can be entered, providing a 13 digit total. Double and triple cipher keys speed entries. Factors and results of all operations are printed on a tape, marked with an appropriate symbol. This permits checking for accuracy at any time by a person other than the operator.



Only essential figures are printed. The machine is extremely easy to operate. Unskilled persons can be fully familiar with it within 15 minutes. The slanting ten-key keyboard is designed for convenience. Key touch is uniformly light on numerical and control keys alike, for maximum speed and comfort. A special key makes negative multiplication as easy as positive multiplication. A constant figure can be locked in the keyboard while a subtotal or total is being taken. Other features include date printing, non-add key for printing reference numbers, column indicator, and credit balance indicator which signals operator whenever machine contains a negative balance. The Multisumma 22 sells for $348 plus $19.14 federal excise tax. **For More Information Circle No. 167.**

Make 5 dry, easy-to-read copies in 1 minute for 2½¢ each

Verifax outperforms any other copier you can name!

Compare the lowest priced Verifax Copier, *the $99.50 Bantam*, with *any* other copier, at *any* price! Copies all writing, typing, drawing—ballpoint, crayon, what-have-you. Whisks out 5 dry, easy-to-read copies in 1 minute for 2½¢ each. Makes copies on one or both sides of bond-type paper, card stock, or printed office forms. They're the copies you like to read and are proud to send!

Don't wait! *Phone* your local Verifax Dealer for free demonstration. See "Yellow Pages" under duplicating or photocopying machines.

Price quoted subject to change without notice.

Verifax Copying

DOES MORE...COSTS LESS...MISSES NOTHING

MAIL COUPON TODAY

Eastman Kodak Company 213-7
Business Photo Methods Division
343 State Street, Rochester 4, N. Y.

Please send free booklet on Verifax copying and names of nearby dealers.

Name_____

Position_____

Company_____

Street_____

City_____

State_____

Kodak
TRADE MARK

For More Information Circle No. 225

SHIP and BILL with a single form

Whether you ship by rail, parcel post, express, air, this one Baltimore Business Form does the complete shipping and billing job . . . all with a single typing.

And NOW you can include the Address Label too, with the miracle of new Nashua DAVAC® adhesive labels—that never stick in the typewriter—but never "let go" when on the package. With DAVAC adhesive label included in your Shipping and Billing form you eliminate any additional typing.

You can realize immediate cash savings through reduced typing time, elimination of errors and a streamlined billing and shipping operation.

For FREE samples and advice on practical business forms, call your Baltimore Business Forms representative (listed in the Yellow Pages) or write direct to: BALTIMORE BUSINESS FORMS CO.

Baltimore Business Forms

THE BALTIMORE BUSINESS FORMS COMPANY

3144 Frederick Avenue, Baltimore 29, Md.

For More Information Circle No. 263

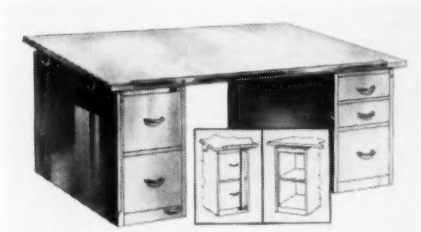
CARD FILES

Business Efficiency Aids, 8114 Lawndale Ave., Skokie, Ill., offers tub desk files for its Magne-Dex visible cards that utilize magnetic repulsion to separate the cards at operator's touch. The steel files have a linoleum-covered sliding posting shelf, and steel tops with locks. They accommodate

23″ Magne-Dex trays of 8″ x 5″ and 6″ x 4″ cards and come in several sizes which enable the operator to have every card available for finger-tip reference and afford all the advantages of Magne-Dex one line visibility at comfortable seated working height. For illustrated literature containing specifications of various Magne-Dex files, **Circle No. 174.**

ENGINEERING DESK

Professional Equipment Div., Hamilton Mfg. Co., Two Rivers, Wis., makes the Assemblor, a flexible engineering desk which can be assembled or disassembled in a few minutes without tools. The 31″

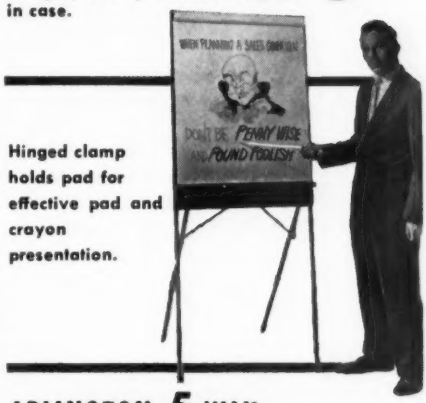


high all-steel unit can be quickly changed from a drafting table to an engineering or general office desk. Absence of protuberances on all component parts permits compact storage during inactive or fluctuating activity periods. When disassembled, the

TELL YOUR STORY 5 WAYS...

- Paper Pad Presentations
- Blackboard Chalktalks
- Flip Chart Presentations
- Card Chart Speeches
- Flannelboard Demonstrations

Easel, used as chalkboard —folds in a jiffy. Lightweight, easily carried in case.



Hinged clamp holds pad for effective pad and crayon presentation.

ARLINGTON 5-WAY PRESENTATION EASEL **$42.50**

Send for literature

Complete with hinged clamp chalkboard, chalk, eraser.

Four paper pads	$12.00
Flannelboard accessory	7.00
Carrying case	12.50

ARLINGTON ALUMINUM COMPANY

19007 W. Davison • Detroit 23, Michigan

For More Information Circle No. 397

TO USERS OF DIRECT PRINT COPY MACHINES:

Specially designed for Bruning, Ozalid and other diazotype copying machines, Patapar Translucent Parchment originals produce copies that are unbelievably sharp and clear. What makes the difference? It's Patapar's unique, fiber-lock texture and uniform, high degree of translucency.

Patapar Translucent originals are furnished in various sizes and weights, including rigid card stock.

FREE SAMPLES—Ask us to send you brochure of samples. *Test them and see the difference!* Write us on your business letterhead. Name of nearest distributor on request.

Patapar®

TRANSLUCENT PARCHMENT

PATERSON PARCHMENT PAPER COMPANY
Bristol, Pennsylvania
Sales Offices: New York, Chicago
West Coast Plant: Sunnyvale, California

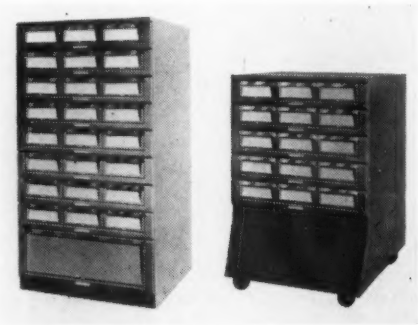
SPECIAL PAPERS FOR SPECIAL PURPOSES

For More Information Circle No. 441

desk consists of three separate parts with all cross member supports stored within the top. 31″ height allows draftsmen to sit comfortably in low posture chairs. Top is 43½″ x 72″ and has an adjustment tilt bar which, when raised, gives a 6° inclination. Tilt bar folds into top when horizontal desk position is desired. One pedestal has two utility drawers, a standard letter-size catalog drawer and a catalog and book compartment at the rear. Drawers are secured by a plunger key lock. The other pedestal has two full length drawers for correspondence, folded or rolled drawings, catalogs and specification books. These drawers are fastened by a security bar lock for storing classified or restricted material. Full depth withdrawal is achieved in all drawers with progressive suspensions. Roll tracing holders on each side allow working with longer drawings than 72″. Front edge of drawing board has stainless steel tracing protector. Particularly useful where engineering and drafting departments are frequently expanded, contracted or physically moved. Unit is finished in gray and steel top is covered with off-white linoleum specially treated for surface resiliency and recoverability. **For More Information Circle No. 141.**

TAB CARD FILES

Wright Line, Inc., 160 Gold Star Blvd., Worcester 6, Mass., has improved its 15 and 24-Drawer Full Suspension Files. A



caster base has been added to the 15-Drawer File. This allows the file to be moved about easily on 4″ ball bearing,

Is Your Duplicator Obsolete?

Compare the advantages of the NEW Heyer Mark III CONQUERORS®

Check your duplicator for these signs of wasteful obsolescence

- ☐ Can't handle papers from newsprint to cards
- ☐ Can't raise or lower copy on sheet
- ☐ Doesn't have perfect registration
- ☐ Doesn't feed to last sheet
- ☐ Has tricky side rubber adjustments
- ☐ Can't produce 110 copies a minute
- ☐ Doesn't have reset counter to conquer paper waste
- ☐ Doesn't have visible fluid supply
- ☐ Doesn't have fluid control
- ☐ Doesn't have pressure control
- ☐ Doesn't have feed tension control
- ☐ Doesn't have permanent instructions on machine
- ☐ Copies come out face down

Heyer didn't set out to make any duplicator obsolete. Our aim was to build a machine that would do more than any other—things others thought impossible—and to price it more attractively.

To do this we incorporated such important features as Copy Positioner Control for easy raising and lowering of copy on a sheet—Visible Fluid Supply to show fluid level at a glance—Permanent Instructions, *right on the machine*—and a highly visible reset counter to conquer paper waste. On electric models, we added Automatic Start-Stop to eliminate trouble caused by forgetting to shut off the motor.

These and the new Mark III improvements give you the answer to *all* your duplicating problems. Our new paper feed with Tension Control eliminates tricky side-rubber adjustments, efficiently feeds newsprint to postcards—even when cut unevenly!

All Conquerors print 330 copies in 3 minutes of anything written, typed or drawn on a spirit master—1 to 5 colors at once—3 x 5 to 9 x 14 in. size. Backed by 56 years of Heyer duplicator know-how, they're low in original cost, low in operating cost, low in maintenance.

Available in electric or hand-operated models.

YOU BE THE JUDGE!
Mail coupon today for complete details.

HEYER INC., Dept. O 7
1821 S. Kostner Ave., Chicago 23, Ill.

Gentlemen:
Please RUSH my FREE Catalog and information about a ONE WEEK FREE TRIAL

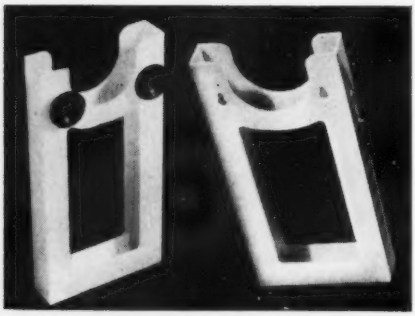
Name _____
Company _____
Address _____
City _____ Zone ____ State _____

For More Information Circle No. 281

Advt.

TAB CARD HOLDERS

Complimentary samples of Beemak Tabulating Card Holders will be sent upon request on your letterhead. Users report fewer mistakes with these plastic holders which can be attached to products, conveyor belts, bins, tote boxes, containers, shelving, etc., to implement production control, inventory control, invoicing and other punched card systems. Beemak holders have withstood hard usage for seven years, and are made in two styles with choice of three types of metal clips for attachment in any manner.



Typical installation of Beemak Tabulating Card Holders in a wholesale drug house.

Made in ivory, red, green, blue, yellow and black for color coding as well as high visibility in certain areas. Keeping the correct tab card at the source of record data provides better controls and faster handling of all types of merchandise. For free sample, write to Beemak Plastics, 7424 Santa Monica Blvd., Los Angeles 46, California.

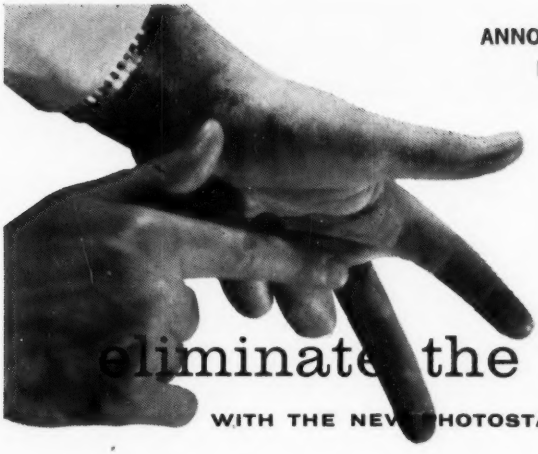
For More Information Circle No. 396

rubber tired casters. The base is projected beyond the file front to give it sturdiness even with the cradles extended. The 24-Drawer Full Suspension File is now available with either one large storage drawer or two smaller ones at the base. These drawers, on full suspension cradles which roll out quietly and smoothly, are for storing machine covers, blank cards, personal effects and other supplies. **For More Information Circle No. 180.**

ADDRESSING MACHINE

Master Addresser Co., 6500-O W. Lake St., Minneapolis 26, Minn., makes the Model 70 Master Addresser. Each pull of the handle advances envelope or mailing piece of any size through the moistening rolls and into position for receiving an address. The address imprint is made by spirit process from a strip of paper master tape. After print is made, master tape advances automatically to bring a new ad-

dress into printing position. Normal addressing speed is approximately 1200 envelopes per hour. Mailing list is typed once on master tape with an ordinary typewriter in less time than required to type envelopes. Mailing pieces can be addressed from this one typing as many as 50 times over a period of years. Cost of master tape and carbon is approximately ½c per address. Addresses can be read before printing, held for repeats or skipped at will. Machine retails for $69.50. **For More Information Circle No. 124.**



ANNOUNCING A NEW ADVANCE IN PHOTOCOPY METHODS!

eliminate the negative

WITH THE NEW PHOTOSTAT POSITIVE PROCESS!

Now you can reproduce in **one** step what you formerly did in **two!**

You can develop a positive print directly from an original document without the preparation of a negative. The new Photostat Positive Process will:

Save time • Save material • Save labor.

Extensively tested and proved in the field, the Photostat Positive Process is presently being used by government, business, and professional organizations. We recommend that you investigate the many possibilities of this new advance with its wide range of applications where a high-quality positive print is preferred.

Field conversion of existing equipment or factory production of our new equipment will enable you to take advantage of **the new Photostat Positive Process.** Check these applications against your particular requirements: letters, forms, maps, checks, documents, deeds.

PHOTOSTAT CORPORATION
P. O. BOX 1970 TO, ROCHESTER 3, NEW YORK
Photostat is the trademark of Photostat Corporation

For complete details, inquire at your nearest Photostat Corporation sales office or fill out and mail coupon:

Name .....

Title .....

Company .....

Address .....

PHOTOSTAT — PHOTOCOPYING OFFSET AND MICROFILM EQUIPMENT

For More Information Circle No. 372

"Common Sense"
for Travel Expense

Weekly & Monthly Books, Weekly Sheets

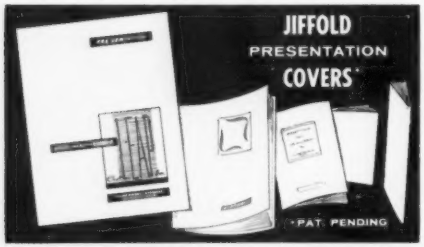
FIRST In the field, LEADER in Sales

● **Use BEACH'S — sturdy, complete and convenient . . . BEST way to keep uniform, permanent records vital for taxes today.**

At Stationers, or Write

BEACH PUBLISHING CO. 19829 W. McNichols Rd., Detroit 19, Mich.

For More Information Circle No. 230



HOLD PAPERS IN SEQUENCE SHOW OTHERS YOU CARE

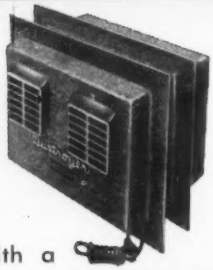
Pamper those whose favor you desire. Hidden staples bind up to 30 8½" x 11" papers in each JIFFOLD COVER. Appearance is white, smooth, slender, aristocratic. **Easy** to assemble. **Easy** to read. **Easy** to handle and file. Send this ad and **$2.00** for **trial order** of **10.**

(LABELS EXTRA)

Clint LEAP, Inc.
302-2330 VICTORY PARKWAY
CINCINNATI 6, OHIO 2819

For More Information Circle No. 288

PRESSURIZE your darkroom



. . . with a

MILLER-TROJAN "DUSTROYER"

Keeps your darkroom absolutely free of dust by filtering out all impurities from incoming air—and by pressurizing room so dust will not enter when door is opened. Louvered grids let you direct air up, down, right or left. Delivers 275 C.F.M., expels all odors from room. Costs little to operate, can be installed anywhere. **ONLY $63.40**

Write today for free literature

MILLER-TROJAN, INC., Troy, Ohio

For More Information Circle No. 289

Adjustable OPNWINDO® metal tabs make it easy, economical to expand or revise your present filing system; start a new system; or convert to shelf filing. Available in 1 and 2 inch widths, the tabs are complete with clear or colored plastic label covers.

If not available from your dealer, write to

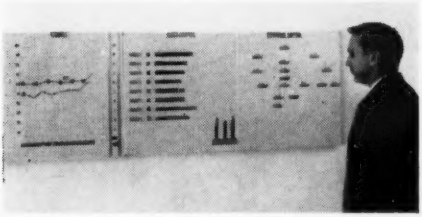
CHARLES C. SMITH, INC.
EXETER, NEBRASKA

For more than 60 years, a complete line of time-saving signals and indexes

For More Information Circle No. 290

CONTROL BOARDS

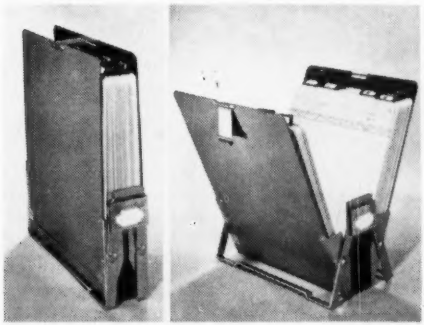
Visual Controls Co., 19 Mohawk Drive, Norwalk, Conn., makes Murograph control boards that permit instant control of many business problems. The result of 25 years' experience in development and market control systems, the boards use colored adhesive-backed signals and inserts whose



flexibility is said to permit limitless graphing possibilities. Of particular interest to sales managers, production managers, personnel directors, maintenance engineers, purchasing agents, development engineers, tabulator supervisors, the boards can be profitably used by nearly every department of a business, according to the manufacturer. **For More Information Circle No. 195.**

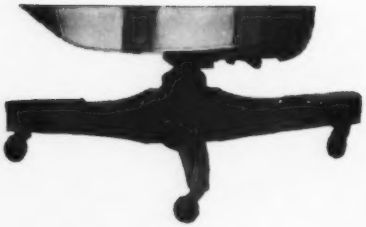
POSTING TRAY-BINDER

Nardon Mfg. Co., 2125 W. Mission Road, Alhambra, Calif., makes the Narco-Matic Portable Posting Tray which com-



bines the convenience of a posting tray with the compactness of a binder. Open, it provides quick access to sheets. Closed, it can be filed or stored like a binder. Lightweight aluminum construction makes it

For More Information Circle No. 393



YOU ARE LOOKING AT FLOOR SHOW

"Floor Show" transparent chair mats give under glass protection for fine office carpets. Almost invisible . . . yet, with a soft luster to enhance your fine furnishings . . . to exemplify good taste.
At Better Office Supply Stores

Delta PRODUCTS

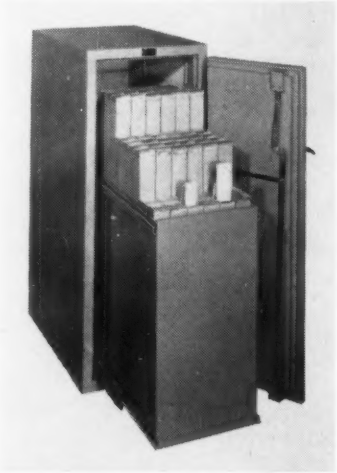
Division of Air Accessories, Inc.
1400 Henderson Fort Worth, Texas
Phone:
Fort Worth ED 5-3214 Dallas AN 2-1588
Branch Office and Warehouse: Houston, Texas
Representatives in Principal Cities.

For More Information Circle No. 328

easy to handle and operate. Sturdily built with polished stainless steel wearing parts for a lifetime of use. The completely housed mechanism eliminates catching or chafing of sheets. Identification tab on the narrow side is visible even when the tray is filed. Finish is metallic gray. Narco-Matic Portable Posting Trays come in standard models of 2″ and 4″ capacities for sheets from 5½″ x 11″ to 17″ x 12″. Other capacities and sizes are available. **For More Information Circle No. 131.**

PLAN FILE

Murphy Mfg. Co., 832 W. Jefferson St., Louisville, Ky., makes a file for engineers' and architects' tracings which measures 20 15/16″ wide, 31½″ deep, and 52 11/16″ high. Equipped with a full-suspension drawer, the cabinet can accommodate 60 tracing tubes, each 2½″ by 2½″ by 46″.



The company, which makes a complete line of file cabinets bearing labels of Underwriters' Laboratories, Inc., and the Safe Manufacturers National Assn., has designed this tracing cabinet to protect paper contents from fire for one hour at temperatures up to 1700° F. Cabinet has a key-operated lock and is available with casters. In addition to its use as a tracing file it can be adapted for use as a three-shelf, one-drawer general utility cabinet

It is called

"FLO-MATIC CONTROL"!

Cormac has discovered the built-in pearl, "Flo-Matic Control" bringing automation into office copying techniques.

With "Flo-Matic Control" there is no more handling of solutions—no more filling and emptying of trays. Flo-Matic is SO CLEAN that you could operate it while wearing an evening dress (or tux) without fear of a single smudge! Easy? All you do is flick the "magic-button" and the developer feeds quickly . . . cleanly . . . automatically. That's all! But you've got to SEE "Flo-Matic Control" IN ACTION to really appreciate this revolutionary new discovery in office copiers.

CORMAC PHOTOCOPY CORPORATION

REGIONAL OFFICES IN PRINCIPAL CITIES:

Birmingham, FA 4-3123; Brookline, Mass., RE 4-0565; Cleveland, SW 1-7850; Chicago, IN 3-4310; Detroit, UN 4-2710; Los Angeles, NO 3-8256; St. Louis, MI 7-4806

SALES OFFICES AND DEALERS FROM COAST TO COAST

Write for details or call your nearest Cormac office.

Cormac Photocopy Corp., Dept. 54
80 Fifth Ave., N.Y. 11, OR 5-9310

I'm interested in learning more about Flo-Matic Control.

Name_____ Title_____

Company_____

Address_____

City_____ Zone____ State_____

CM25

ILLUSTRATION COURTESY OF CHAMPION PAPER & FIBRE CO.

For More Information Circle No. 229

TOTALIA

mod. 2361

The automatic printing calculator
of advanced design produced by

LAGOMARSINO-FAI

Viale Umbria 36 - Milano (Italy)

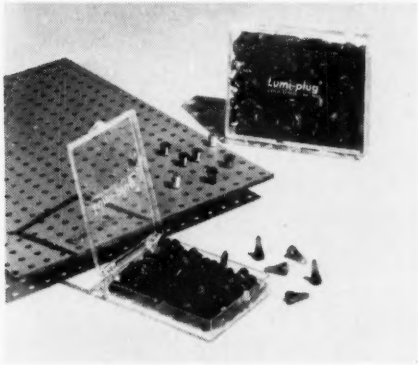
Distributing Centers in U.S.A.:
NEW YORK - Check Writer Co., 565 Broadway **CHICAGO** - Import Office Machine Co., 159 N. Dearborn Street **LOS ANGELES** - Wholesale Business Machines, 7525 Beverly Blvd. **HOUSTON** - Adding Machines Distributing Co., 2223 Caroline St. **DALLAS** - Wholesale Office Machines Co., 2000 North Lamar St.
CANADA distributor: Nauta Bros., 3615 Danforth Avenue, Toronto

For More Information Circle No. 239

or as a blueprint file accommodating prints up to 25″ by 46″. **For More Information Circle No. 200.**

ILLUMINATED PEGBOARD PEGS

Lumi-plug Sales Corp., 15 West 44th St., New York 36, N. Y., offers Lumi-plug Pegs which, when inserted in pegboards, can be lighted from behind to create any desired pattern or color scheme.



A patented masking principle is used to make brilliant changeable charts, graphs and control boards. Lumi-plug Pegs come in transparent plastic, in clear and six colors. **For More Information Circle No. 194.**

CHAIR MATS

L. M. Bickett Co., Dept. O-559, Watertown, Wis., makes Rolmaster rubber floor

mats which lend prestige to office decor. Color is permanently fused through from

SAVE

TIME • MONEY • EFFORT

with a Staplex

AUTOMATIC ELECTRIC STAPLER

Get a fast, accurate, dependable Staplex to do all *your* stapling. Don't let work pile up . . . don't waste irreplaceable minutes with antiquated stapling methods. Get to that job with Staplex . . . and you'll get it out in record time!

Staplex is **completely automatic** . . . banishes boredom and fatigue . . . boosts employee morale . . . puts dollars in your pocket with savings in time, money and energy.

Send this coupon today!

THE Staplex COMPANY
775 Fifth Ave., Brooklyn 32, N. Y.

☐ *Show me STAPLEX in action!*
☐ *Send me further information*

NAME_____

COMPANY_____

ADDRESS_____

© 1959 The Staplex Company 7-59

For More Information Circle No. 338

For More Information Circle No. 239

top to bottom. Mats have safety-sloped bevel and the Bicco-Sheen surface is easily restored by simple maintenance if scratched or scarred. Rufbak undersurfaces resist movement; protect carpets and floors. In addition to standard sizes, Bickett will cut special sizes for an additional $5; mix special rubber colors for $25. Standard sizes are Universal, Full Front, Square, Secretarial, Round. Prices range from $60-$120. Also available are Flexible Rufbak rubber chair floor mats for hard floors, short napped, unpadded rugs. **For More Information Circle No. 177.**

LIGHT CONTROLLER

Superior Electric Co., 83 Laurel St., Bristol, Conn., has developed a light control system which measures daylight and balances it with electric light to assure a constant level of room illumination. The Luxtrol Automatic Light Controller adds the proper amount of artificial light to keep room lighting at any pre-set level. Tests are said to indicate savings up to 50% in power costs. A Lumistat dial pre-sets the desired amount of light. A photoelectric scanner measures the total amount of light in the room and a

signal station compares the reading to the setting. If different, controller automatically brightens the lights to maintain the desired level. The system may be used in a single room or for several rooms. **For More Information Circle No. 428.**

CHANGE NUMBERS QUICK AS A WINK!

FORCE Quick Change

Force Quick-Change Numbering Machines permit instant changes of numbers *regardless of sequence*. They are ideal for numbering bank books, work cards, yardage tickets, drug and chemical labels, file folders, jackets, coded job tickets. Indicator figures alternately colored for easy reference. Heavy-duty model has ⅜" figures, available with up to 16 wheels. *Write for catalog.*

The FORCE of Numbers

WM. A. FORCE & CO., Incorporated
216 Nichols Ave., Brooklyn 8, N.Y.
Sales Offices: NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL

For More Information Circle No. 349

SIGN TYPING MACHINE

Reynolds Printasign Co., 9830 San Fernando Rd., Pacoima, Calif., offers a lighterweight automatic Printasign machine for quick lettering of engineering

illustrations and drawings, presentation and chart work, as well as printing notices and posters. This Printasign Display Typer works in principle like a typewriter. It handles printing matter up to 14" high by

NEW PRODUCT PERMITS NEW OFFICE TECHNIQUES

An increasing number of Cos. are turning to a new Dry Bar Adhesive called DRY STIK for all pasting and fastening jobs. Rubbed on dry, DRY STIK makes paper stick to any surface. It speeds up pasting of clippings, art work, labels, is ideal for posting bulletins, charts, pictures without marring walls. DRY STIK acts as an invisible paper clip, won't "kidnap" paper, is neater, never stains or wrinkles, lasts forever. With DRY STIK there is never any excess to clean up, nothing to break or spill. One bar is the equivalent of a qt. of paste or rubber cement. Only 44c each in dozen lots or 49c singly. Order from Office Supply Dealer or Stationer.

DRY STIK CO.
Dept. O7, 4356 N. Kedvale Ave.
Chicago 41, Ill.

Advt.

For More Information Circle No. 369

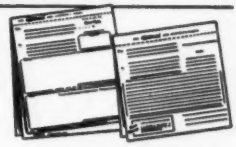
Blue Chip BUSINESS FORMS

Duplisette

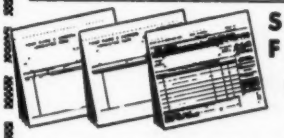
the *READY-MADE* second sheet and carbon set *CLEANEST - FASTEST - MOST ECONOMICAL* method to obtain carbon copies! Available (letter size)—white and 5 colors

ONE-WAY **SPEED MESSAGE** 2-part

TWO-WAY **SPEED REPLY** 3-part



Carbon-interleaved TIME and EXPENSE-SAVING substitutes for needless, costly letter writing! Expedites instructions and *compels immediate replies.* Can be imprinted at nominal cost.



STOCK FORMS

Invoices
Purchase Orders
Bills of Lading

Carbon-interleaved 3 or 4-part sets. Inexpensive, basic business forms at less than custom-made prices! Recommended for modest quantity users. Can be imprinted at nominal cost.

STOCK FORM TRAYS

Neat - efficient lightweight holders for forms — with drawer for copies. Model CT-87 (2-compartment) only $4.50! Other models and sizes up to $7.40 — A MUST for the efficient desk!

FREE SAMPLES of all forms and catalog showing complete line on request

CARTERET PRINTING COMPANY
Manufacturers of Business Forms
480 CANAL STREET • NEW YORK 13, N. Y.
WOrth 6-1454

For More Information Circle No. 370

FOOLPROOF "UTILITY"

EVA-PRESS

MAKES YOUR OWN

RUBBER Stamps

and MARKING DIES

Reduce Costs — Eliminate Delays!

Makes stamps and dies up to 4" x 6" that give clean, sharp impressions on paper, plastic, textiles, wood, metal, glass, enamel.

By Making Your Own Rubber Stamps and Marking Dies *the low-cost Evatype way you save time and money in every department. Use them to:*

- identify PARTS & PRODUCTS
- imprint MODEL NUMBERS
- route SHIPMENTS
- print FORMS, STICKERS, TAGS
- mark PACKAGES
- speed INTER-OFFICE MAIL and for many other jobs

TELL US your marking problems.. what materials you must mark on. We'll tell you how to save time and money and do a better marking job.

FILL OUT AND MAIL COUPON NOW!

AMERICAN EVATYPE CORP.

750 Central Ave. • Deerfield, Illinois

SEND US details of your 60-DAY FREE TRIAL OFFER.

We mark on

☐ Plastic ☐ Wood ☐ Leather

☐ Metal ☐ Glass ☐ Paper

*Name*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

For More Information Circle No. 392

any length, and can print in two colors on cloth, paper, card or plastic. Three type cartridges can be accommodated at one time. Use of the machine can be quickly mastered by the average employee who can then turn out professional-looking printed signs at a material saving in time and costs. Ease of motion and accuracy to 2/1000" are achieved by heat treated hard chrome plated steel tubes and lineal bearing movement. Reduced size and weight of type cartridges makes a wide range of type faces easily interchangeable. Built-in pressure control permits kiss-impression printing. Unit is 47½" wide, 31" deep, 13" high. **For More Information Circle No. 125.**

CHECKSIGNER

Roberts Numbering Machine Division, 700 Jamaica Ave., Brooklyn 8, N. Y., offers a desk size checksigner, streamlined in design, which occupies little space, handles signing of checks easily, efficiently and speedily to save executives' time for other

tasks. It has a foolproof signature plate engraved in solid brass that can be removed in seconds at the end of use or locked in position against fraud with a separate key. A five-wheel counter, which unfailingly registers each use, is built into the main housing. Counter is tamperproof and key locked separately to prevent use by un-

authorized personnel. Adjustable arms quickly spot signature in any desired position for straight or voucher checks, direct or reverse printing. Each check slipped into position actuates an automatic trip and checks are signed as fast as they are fed. **For More Information Circle No. 145.**

NAME PLATE KITS

A. C. Davenport & Son, 311 N. Desplaines St., Chicago 6, Ill., makes do-it-yourself desk name plates with 10" x 2" triangular hardwood bases in walnut, ma-

hogany, blonde and oak finishes. The lettering side is covered in black, red, green, maroon, blue or gray felt, and grooved to hold letters either ½" or ⅜" high. After letters are in place, letter surface is covered with a clear lucite panel. A variation is a flat name plate that can be fastened to a door or wall and these can be made to match the desk styles. Company is putting these plates, complete with all necessary backgrounds and large letter assortments, into kits suitable for both dealers and volume users. **For more Information Circle No. 164.**

OFFSET FEED ROLL CONTROL

Litho Research, Inc., 14339 36th Ave. N. E., Seattle 55, Wash., offers the Micro-Dial which replaces the conventional lock-nut for regulation of feed roll pressure on Multiliths. A calibrated face enables the pressman to instantly and precisely duplicate previously determined correct feed roll pressure settings for given weights of stock. A spring-pressure click-stop brake positively locks the Micro-Dial control in the desired position, yet it can be easily turned with the fingers, eliminating the need for a wrench in making adjustments. Besides savings in setup time, increased

New, Improved, Money-Saving **ACCOUNTING EQUIPMENT**

POSTING TRAYS

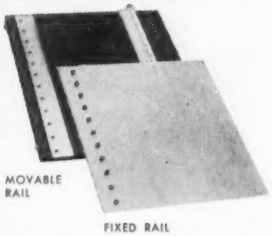
Narco
COMPRESSION TYPE

Speed paper handling with this sturdy, compression type NARCO Posting Tray. Opens, locks, extends, with finger tip control for posting, reference, storage. Lightweight. Lifetime, precision built, steel construction.

Narco-Matic
PORTABLE TYPE

Simplify and speed posting for small groups of accounts with this NARCO-MATIC Portable Posting Tray. Combines the convenience of a posting tray with the compactness of a binder. Aluminum. Lightweight yet sturdy.

WRITING BOARDS



Create multiple records with one writing. Get machine efficiency—without the machine. Patented features on NARCO movable boards insure positive registration. Collating rails cannot fall out. Lightweight. Easy to handle.

Wide selection of standard sizes. Special sizes made to order. Write for information and prices.

ADV. 2

NARDON MANUFACTURING COMPANY
2125 W. MISSION ROAD
ALHAMBRA, CALIFORNIA

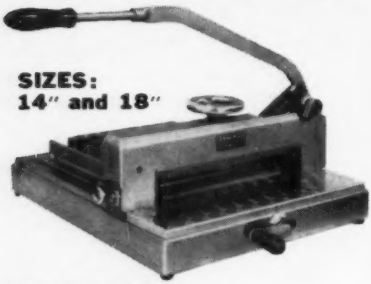
Narco

DISTRIBUTORS:
Some territories still open

For More Information Circle No. 355

*ELECTRONIC-POSTING EFFICIENCY EVEN GREATER WITH 'Triumph'

the precision Paper Cutter



SIZES:
14" and 18"

FOR OFFICE, BOOKKEEPING AND DUPLICATING DEPARTMENTS

*Rapid cutting of ledger-statement sheets at the end of posting periods preferable to bulky, awkward perforations.

'Triumph' office paper-cutter for banks, insurance companies, industrial organizations with duplicating and electronic data machines.

MICHAEL LITH sales corp.
145 West 45th Street, New York 36, N.Y.

• Dealer: Write For Profitable Sales Plan.

For More Information Circle No. 356

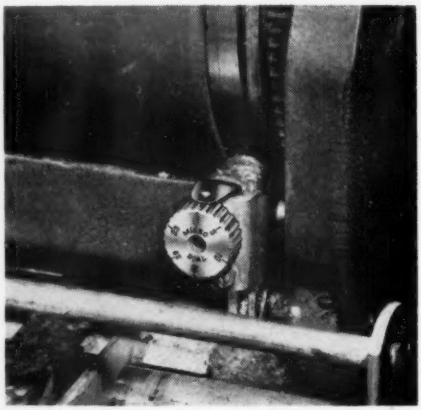
The world's smallest and most economical adding machine... **SWIFT**

Only $99.50 plus tax

SWIFT BUSINESS MACHINES CORP.
GREAT BARRINGTON, MASSACHUSETTS

For More Information Circle No. 357

precision in regulating feed roll pressures is said to reduce wear and provide longer feed roll life as well as improve register. The Micro-Dial can be installed without



drilling in less than a minute, and fits Multilith models 1250, 1275, 2066, 296 and 300-400. Priced at $3.95. **For More Information Circle No. 122.**

OFFSET PLATEMAKER

Photorapid Corp., 236 Fifth Ave., New York 1, N. Y., introduces the Pioneer I and Pioneer II machines designed for making Gevaert aluminum Magi-Plates.

Pioneer II has a vacuum top while Pioneer I offers all features except the vacuum printer. Both have a 14" by 17" printing surface and can be either manually or electrically operated. Pioneer II will handle paste-ups and it has a processing sec-

Reducing Noise of Business Machines is SOUND Business with

ACOUSTORS

- Reduce the harsh metallic machine noise by 50% or more.
- Make for less fatigue.
- Increase efficiency and accuracy.
- Ease the strain on eyes, ears, and nerves.
- Provide modern, cool, shadow-free, and vibration-less Fluorescent lighting.
- Provide semi-private office effect for the machine operator.
- Add beauty, as well as efficiency to your offices.

No Other Method of Noise Control Has Proved So Successful or Economical

THE *Original* CABINETS FOR NOISE REDUCTION TREATMENT OF OFFICE MACHINES.

WATKINS-INDUSTRIES 9 Superior Street Youngstown 10 • Ohio

For More Information Circle No. 299

Make your order files COME TO LIFE with Wassell ROTOR-FILE ORDER DESK

- Gives your order-handling modern mechanized speed
- Finger-tip access to any order with ball-bearing ease of filing-in-the-round
- Capacity equal to eight full standard file drawers
- Slashes clerical time and cost: many installations have paid for themselves in six months or less

WRITE TODAY, OR MAIL COUPON

WASSELL ORGANIZATION, INC.
Westport, Conn.

Name .....

Company .....

Address .....

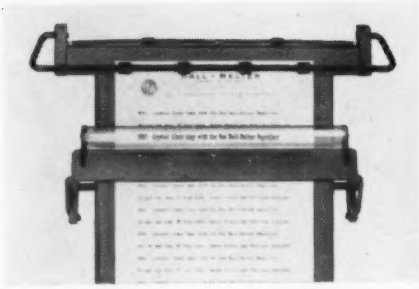
City, State .....

For More Information Circle No. 411

tion designed for Magi-Plates from which runs up to 40,000 are said to be possible with original quality. Plates may be filed for re-runs of the same quality as the original. Plates prepared on the Pioneer I and Pioneer II are ready for press run in 60 seconds at a cost of 39 cents. **For More Information Circle No. 205.**

COPYHOLDER MAGNIFIER

Hall-Welter Co., Inc., 38 Mt. Hope Ave., Rochester 20, N. Y., offers a crystal clear



Magnifier, which easily clips onto a typewriter copyholder to aid the typist. It relieves eye and neck strain and saves eyesight. The optical quality of the Magnifier is said to be perfect. It fits the Hall-Welter Error - No Copyholder as well as all other makes and increases the value and utility of any copyholder now in use. Available for immediate delivery, retails for $7.95. **For More Information Circle No. 169.**

TYPEWRITER STAND

MarshAllan Mfg. Co., 1061 West 11th St., Cleveland 13, Ohio, makes the patented No. 216 typewriter and utility table of contoured design. It has easy rolling casters, two drop leaves, and retails for $4.95. Top, open, 39″ x 14″, 27″ high with no

For More Information Circle No. 368

sharp corners. Finish is in all gray or white, red, or yellow (on white legs). Packed individually, knocked down. **For More Information Circle No. 179.**

PLASTIC LAMINATING SHEETS

Carr Corp., Dept. A-7, 3407 Prospect Ave., Cleveland 15, Ohio, packages its Plain-Vu self-laminating sheets in a variety of sizes for all uses. The clear plastic indefinitely preserves paper documents, forms, graphs, price lists, charts, etc. It can be used to enhance the appearance of

presentations and catalog covers; and make permanent file folder tabs, protect color samples, preserve outdoor notices, protect cards and papers that are carried and frequently handled, etc. Anyone can apply the plastic sheets by hand. Approved by the General Services Administration. For free brochure, **Circle No. 171.**

NIPPO

CHECK WRITER

Indelibly prints

Just the same as a big machine costing up to $500.—

F Type

NIPPO MACHINE INDUSTRY CO., LTD.
Tenjin-cho-Nishi-ku, Yokohama, Japan

For More Information Circle No. 359

THE RENA ADDRESS MASTER is so easily prepared

Put a RENA Master Patch-Strip on a hectograph carbon

Type the patches like envelopes

Detach the single patches and insert them into the plastic frames

The electrical RENA Addressing Machine, SUPER model, prints 150 clean addresses from this master

The RENA line includes hand and electric addressing machines. The performance of each machine is astonishing. Their price is low.

For more information send for leaflet 2046

RENA

RENA Büromaschinenfabrik GmbH & Co
Deisenhofen bei München / West-Germany

For More Information Circle No. 360

This magic "tape that disappears" mends ledger sheets to last for years!

REG. U.S. PAT. OFF.

SCOTCH BRAND

No. 810 Magic Mending Tape

For permanent paper mending

"SCOTCH" IS A REGISTERED TRADEMARK FOR PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16, CANADA: LONDON, ONT.

MINNESOTA MINING AND MANUFACTURING COMPANY

3M COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

Practically disappears on contact with paper, will never crack, cloud or ooze adhesive. And you can write right over it! For all permanent mending and sealing. Write Dept. EQ39, 3M Company for free illustrated booklet that shows you why...

"SCOTCH" BRAND Tapes are a girl's best friend!

Literature from the Manufacturers

MICROFILM INDEXING

Recordak Corp. Advertising Dept., Wanamaker Place, New York 3, N. Y., draws on more than 30 years' experience in the microfilm industry for a booklet which simplifies and explains the best methods of indexing microfilmed records. Considering that a single roll of microfilm can contain as many as 10,000 letter-size documents, the problem of locating any single document is greatly dependent upon proper indexing of the film. Maximum retrieval efficiency can be obtained by proper organization of the material to be microfilmed, the publication points out. For a copy, **Circle No. 212.**

ELECTRONIC COUNTERS

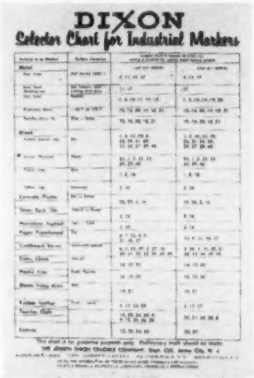
Veeder-Root, Inc., Hartford 2, Conn., offers a condensed catalog which shows, for the first time, the high speed, electronic counters made by company's Electronic Controls Division. Also shown are standard mechanical and magnetic counters. For this catalog, **Circle No. 187.**

CONTROL BOARDS

Wassell Organization, Inc., 225 State St., W., Westport, Conn., has published a 28-page booklet titled "To Speed Up Operations" that tells how Wassell Produc-Trol speeds design and production of Jupiter and Redstone missiles and other Army space products at Redstone Arsenal, Ala. Detailed in photographs and color-coded diagrams are such uses of Produc-Trol as control of final missile assembly, electrical engineering work orders, guidance mechanism orders, workload manhour controls, tooling projects, capital equipment procurement, plant maintenance and personnel control. For the booklet **Circle No. 191.**

MARKING GUIDE

Joseph Dixon Crucible Co., Dept. CSC, Jersey City 3, N. J., has a selector chart for those who write or mark almost every type of industrial material. The chart shows at a glance the proper type of marker (crayon, chalk or industrial pencil) to use on metals, woods, concrete, plaster, stone, rock, tile, macadam, asphalt, paper, paperboard, cardboard, glass, china, plastics, films, meats, hides, skins, rubbers,



leathers, textiles, cloths and canvases. It also indicates which marker to use when material is hot, normal, cool or cold; slick or shiny; dry, damp, wet or immersed; smooth or rough; laminated, coated or glazed, and rigid or flexible. There are selections for heavy and light duty markers. One side of the chart lists the types of materials and their condition, with code numbers. The other side indicates which type of marker to use. For free chart, **Circle No. 190.**

PAPER TAPE READER

Bendix Computer Div., 5630 Arbor Vitae St., Los Angeles 45, Calif., offers an

←For More Information Circle No. 389

ven on today's superb machines—electrics or standards—typists make occasional mistakes. But you can be just as proud of your erasing as you are of your typing. Erasing results are almost unbelievably clean and quick with these *specially selected Weldon Roberts Erasers for correcting impressions made through carbon paper or fabric ribbons.*

JUST TWO EASY ERASING STEPS:

1. NO. 448 GREEN GLOW

Removes surface carbon to prevent smearing. Soft green rubber encased in spiral paper wrapping with pull-string for easy repointing.

2. NO. 3650 GRAYPOINT WHISK

Removes the final image. Woodcased eraser with quality gray rubber core. Easily repointed in any pencil sharpener or with a knife. Hexagonal; won't roll off your desk. With whisk for brushing away eraser crumbs. (NO. 365 GRAYPOINT, same eraser without whisk.)

OR: NO. 378 GRAYPOINT

With same quality gray rubber core. Spiral paper wrapped, like NO. 448 Green Glow. The Graypoint Erasers are also superb for erasing impressions typed through fabric ribbons.

Order these erasers today from your stationer!

WELDON ROBERTS RUBBER CO.
365 Sixth Ave., Newark 7, N. J.
World's Foremost Eraser Specialists

Weldon Roberts Erasers
Correct Mistakes in Any Language

For More Information Circle No. 333

illustrated data sheet describing the Bendix Paper Tape Reader (Model PR-2). Used in combination with the Bendix G-15 general purpose digital computer, the photoelectric reader accepts paper tapes punched in any numeric code. For a copy, **Circle No. 203.**

AUTOMATIC CHECK HANDLING

Autographic Business Forms, Inc., 45 E. Wesley St., South Hackensack, N. J., has prepared a 16-page booklet explaining in simple terms the American Bankers Assn. program for magnetic ink character recognition, leading to automatic check handling. The characters, Type Font E-13B, can be printed on either continuous or unit set checks of three basic types: accounts payable voucher checks; payroll checks; dividend checks. To meet the requirements for re-design of checks presently in use made necessary by the ABA program, Autographic is making a free form-design service available to continuous and unit set check users. For copies of the booklet and further information, **Circle No. 184.**

MAGNETIC TAPE

Minnesota Mining & Mfg. Co., Dept. E9-200, 900 Bush Ave., St. Paul 6, Minn., offers Bulletin No. 37 on methods of reducing signal dropouts in magnetic tape. The four-page bulletin, titled "Reduction of Dropout Errors in Magnetic Recording Systems", is illustrated with photomicro-

SAVE $ SAVE $ SAVE

Lowest Cost Duplicating Service MAGI-COPY

Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.

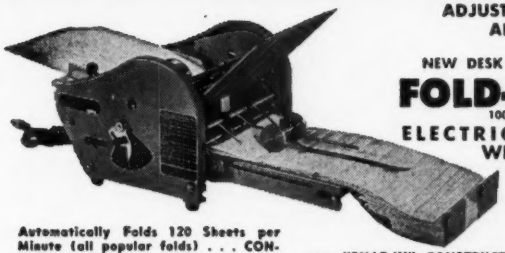
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

For More Information Circle No. 334

NOW - FOLD-O-MATIC
has the "CONVENIENCE of a CONVEYANCE"!

with new
ADJUSTABLE CONVEYOR
AND STACKER

NEW DESK MODEL **FH-5C**
FOLD-O-MATIC
100% Fully Automatic
ELECTRIC FOLDING MACHINE
WITH CONVEYOR BELT
RECEIVING TRAY



Automatically Folds 120 Sheets per Minute (all popular folds) . . . CONVEYS and STACKS Folded Pieces!

new CONVEYOR ATTACHMENT takes folded pieces out of machine with positive precision, regardless of type or size of fold. Easily set to exact width of folded piece . . . "Stop" Wheels prevent jamming.

new DEEPER STACKING TRAY holds larger quantity of neatly stacked sheets.

new "SNAP-IN" CONSTRUCTION of conveyor and tray permits compact storage.

plus ALL THE OTHER EXCLUSIVE EXTRAS that make FOLD-O-MATIC—now more than ever the world's finest office folding machine, regardless of price!

EXTRA! Increased-power universal motor. All moving parts of hardened steel, with self-lubricating Oilite and ball bearings. New feed and power mechanism eliminates gears.

LIST $199 Plus F.E.T.

Also manufacturers of famous Card Size Duplicator, Diagraphy Duplicating Compound, Print-O-Matic Stencil Duplicators (6-A Electric, 5-A Manual).

SEE THIS ASTONISHING LOW-COST Automatic "MIRACLE"

WRITE FOR COMPLETE DETAILS

PRINT-O-MATIC CO., INC.
724 W. Washington Blvd. • Chicago 6, Illinois

For More Information Circle No. 410

IF YOU USE PRE-ADDRESSED LABELS
YOU'LL SMASH COSTS WITH THIS TIME-SAVER
THAT NEVER MISSES ...LABELS ALL TYPES AND SIZES
OF MAIL ACCURATELY, NEATLY, SAVE ECONOMICALLY

CHESHIRE
Labeling
Equipment

MODEL E
Fully automatic
label application
up to 12,000 per hr.
Post card size
to 11" x 14½"

Models start at $3000. Also models for magazines, heavy publications, newspapers.
INVESTIGATE TODAY!
NO OBLIGATION!

CHESHIRE Inc.
1644 North Honore Street • Chicago 22, Illinois

For More Information Circle No. 300

Think carbons from the new electric typewriters can't look as sharp as the originals? YOU HAVEN'T TRIED CODO ELECTRO-WRITE! It matches the sharp, clean impression of the original . . . every time! Wears long, too! *Try it! No obligation.*

Samples on request

Codo MANUFACTURING CORP.—

Dept. O
Leetsdale, Pa.

Attach this coupon to your Company's letterhead and send for free samples.

NAME.....

ADDRESS.....

For More Information Circle No. 336

graphs of common types of coated-in tape flaws, photographs showing the effect of small dust specks on recorded data tracks, a cutaway view of 3M's new precision reel, a photograph of a modern tape coating machine, and diagrams pertaining to the dropout problem. For the bulletin, **Circle No. 192.**

SMALL COMPUTER

Royal McBee Corp., Port Chester, N. Y., offers a paper by Paul Seligmann, senior research physicist at Research & Development Laboratories of the Portland Cement Assn., which describes the problems that led to their acquisition of a Royal Precision LGP-30, their uses of the machine, and the benefits derived. For this paper, **Circle No. 188.**

PHOTOCOPY PAPERS

Peerless Photo Products, Inc., Shoreham, N. Y., offers a booklet describing the complete range of its photocopy emulsions and base stocks. The ten base stocks listed

ONCE YOU TRY SORTKWIK®

YOU'LL NEVER BE WITHOUT IT!

The INVISIBLE Fingertip Magic for

SORTING, COUNTING, FILING UP TO 3 TIMES FASTER!

EASY TO USE! Just rub SORTKWIK between fingers until dry. Hard-to-handle cards, new currency, smooth finish papers can be handled faster, easier. Long lasting supply . . . 50¢

At your stationer or send $1.00 for TRIAL OFFER of two regular size containers

LEE PRODUCTS COMPANY

Dept. 0-7, 2736 Lyndale Ave. So., Minneapolis, Minn.

For More Information Circle No. 337

include a new Linen Ledger, a 100% rag content stock with high folding and tear resistance for the reproduction of government records where long life and durability under constant wear are of extreme importance. For each stock, composition, surface finish, thickness, weight, and the most suitable application are given. Emulsions include seven Photo-Arc slow-speed orthochromatic, ten Tru-Flex standard-speed contact type, and three high-speed projection type emulsions; each matched with the various base stocks on which it is regularly available, and with the most suitable applications noted. For the booklet, **Circle No. 193.**

POWERMARK

for

- Carbon Interleaved Forms
- Invoices
- Insurance Certificates
- Purchase Orders
- Client Numbers
- Identification Codes
- Check Numbering
- Shop Ticket Coding

plus many more

NEW ELECTRIC NUMBERING, CODING, DATING MACHINE FOR CARBON AND ORIGINAL FORMS

10 DAY FREE TRIAL

- Save up to 50% of coding time over hand models.
- Adjusts automatically to mark 1 to 12 carbon copy interleaved sets.
- Numbers consecutive, duplicate, or repeat . . . 6 to 10 wheel models.
- Consistently even, legible impression, perfect alignment on All copies.

Write for Full Details

PRYOR MARKING PRODUCTS

434 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

For More Information Circle No. 330

SAUNDERS MFG. CO., INC.

MANUFACTURERS OF DURALUMINUM

HOLDERS

FOR HANDWRITTEN

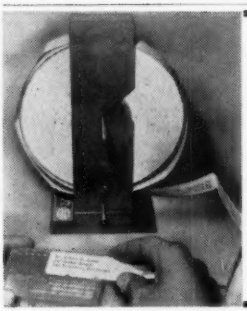
BUSINESS FORMS

P. O. Box 243, Winthrop, Maine

LIGHTWEIGHT *WEATHERPROOF*

SEND FOR NEW CATALOG NOW

For More Information Circle No. 331



Big Time-Saver

IF YOU USE ADDRESSOGRAPH PLATES IN FRAMES

QUIK-KARDS are shown at left. They save time MANY WAYS. Furnished in continuous, perforated form like theatre tickets. Precision made. Fit your frames better than ANY card. You do not handle small, individual cards. No need to pick up the next card. It is already in your hand. Can't get out of order. Work flows faster and smoother. Send sample of card you use to show size and receive free samples of Quik-Kards. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif., YUkon 2-2130.

For More Information Circle No. 332

News of the Office

Systems & Procedures Assn.

David D. Merriman

David D. Merriman was elected president of Systems & Procedures Assn. for 1959-60. Mr. Merriman is controller of McCord Corp., Detroit. Keith DeLashmutt, R. R. Donnelley & Sons Co., Chicago, was elected executive vice president. He was SPA's secretary last year. Other officers are: Roy Clark, Thomas J. Lipton, Inc., Hoboken, N. J., secretary; John P. Williamson, Toledo Edison Co., Ohio, treasurer.

Over 1200 members and guests are expected to attend International Systems Meeting in the Royal York Hotel, Toronto, Canada, Oct. 12-14. They will represent a cross-section of 60 different SPA chapters from 15 different countries. George K. MacDonell, systems supervisor, Bank of Nova Scotia, is general chairman of the meeting. According to Mr. MacDonell, the general program will be divided into three study areas: Systems Panorama, Seminars, Systems Futurama. For full information and registration blanks write: Dar E. Tisdale, executive secretary, 4463 Penobscot Bldg., Detroit 26, Mich.

NOMA Conference

National Office Management Assn. held its 40th annual conference, accompanied by its office equipment exhibition, last month in New Orleans. An attendance of approximately 1300 fell short of the attendance figures of more recent years, as did the attendance and number of exhibitors at the exhibition, where 65 manufacturers displayed their products. Although numerous of the larger office equipment manufacturers that usually exhibit were absent, from an attendance viewpoint many feel NOMA would be well advised not to conduct its conference sessions and exhibition in separate buildings. Next year's NOMA conference is scheduled for Montreal, May 22-26.

Walter Emmerling

R. B. Hodges

Walter Emmerling, manager of general office services for Procter & Gamble, Cincinnati, is NOMA's new president. R. B. Hodges, planning division manager of Dennison Mfg. Co., Framingham, Mass., is 1st vice president.

Textile Data Processing Assn.

Some 100 representatives of 30 textile mills have formed a Textile Data Processing Assn. Harold E. Williams, controller, American Thread Co., New York, is chairman. The group grew out of a two-day meeting at the Institute of Textile Technology in Charlottesville, Va. Its purpose is to pool information on data

Only fully transistorized PORTABLE dictation machine with

All controls in your hand

NOW DICTATE WHEREVER YOU ARE!

INDOORS OR OUT... WHILE TRAVELING OR AT HOME

Book-sized transistorized Comptometer CORONET has permanent printed circuits and built-in erase bar. Tucks into briefcase, car glove compartment, desk drawer... goes where you go.

Comptometer Coronet

Microphone Control. ALL operating controls are in the full hand-size mike. Makes dictation as easy as talking.

Perfect Dictation Every Time. No confusing corrections. Just dictate new phrasing over old—perfect dictation always!

LIMITLESS-LIFE DICTATION BELT PAYS FOR YOUR CORONET

Uses same Erase-O-Matic non-slip belt as Standard Desk Machine. Belt can be reused thousands of times. No recurring costs as with ordinary belts, discs, cylinders—a saving that pays for your Coronet. Belt is easy to insert and remove. Operates on 6 small mercury batteries, available anywhere, or on A.C. with tiny power pack.

Scaled down in all but performance, here's big machine service and big new advancements, wherever you may be—complete portability!

Send this coupon
FOR DESCRIPTIVE LITERATURE!

Comptometer Corporation
... Better Products to Better Business

Comptometer Corporation, 1724 N. Paulina St., Chicago 22

☐ Send me Coronet literature

☐ I would like to see the Coronet

Name.....

Firm.....

Street.....

City..... State.....

For More Information Circle No. 258

USE SLIP-ON LABEL HOLDERS
for neater more attractive indexing

On Ring Binders

3 Standard Sizes

SO-1 for 1" Ring Books
SO-1½ for 1½" Ring Books
SO-2 for 2" Ring Books

You'll enjoy their neat uniform appearance. Their durable metal construction will last indefinitely.

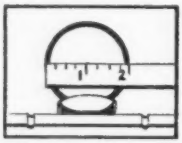
Your Choice of Kolor-Klip

Red, blue, green, black and ivory —fabricated from plastic.

2 Standard Sizes

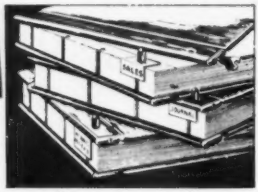
KK-1 for 1" Ring Books
KK-2 for 2" Ring Books

Built-in storage space for label. Clips swivel for a perfect fit.



For proper size when ordering, for ring binders, measure diameter of ring.

On Post Binders



They're made of Vinyl Plastic—will not warp or curl—will fit every type of open back binder.

3 Standard Sizes

PBS—½" x 2½"
PBM—1" x 2½"
PBL—2" x 2½"

LOCKING DEVICE SPECIALLY TREATED BOTH SIDES

They slip into position to lock on any size post—and grip firmly without marking.

Available from your Office Supply Dealer or for information write to

Office Products Inc. 26029 W. 8 Mile Rd. Detroit 40, Michigan

West Coast Distributor: Arch K. Ansty, 171 2nd St., San Francisco 5 • Canadian Distributor: The Luckett Loose Leaf, Limited, Toronto 14, Ontario

Territories available for Dealers and Distributors

For More Information Circle No. 267

processing by electronic computers, etc. To join, a mill must weave broad goods with annual sales of $25 million or more, or spin yarn and thread with sales of $10 million or more, or be a finisher with sales of $5 million or more.

Heads Reproduction Engineers

Myron P. Myers

Myron P. Myers, supervisor of reproduction and photographic services, North American Aviation, Inc., Columbus, Ohio, was elected by the board of directors of the Society of Reproduction Engineers its president for the next year. Other officers include vice chairmen: Albert Prioletta, Port of New York Authority; H. E. Wilson, United States Steel Corp., Oil Well Supply Div., Dallas; S. E. Enright, International Business Machines Corp., Poughkeepsie, N. Y. Secretary is William J. Burdick, U. S. Naval Ordnance, Forest Park, Ill. Treasurer is W. M. Hanselman, Chrysler Corp., Highland Park, Mich.

Pencils Are Still Necessary

The lead pencil business still is growing, despite typewriters and ballpens. Industry sales mounted in 1958 to some 1½ billion units (over $32 million worth), as compared with 1 billion 100 million in 1957. Predictions are they again will increase in 1959, according to Richard Lewisohn, Jr., president, Venus Pen & Pencil Corp. Tests and surveys by Venus show that proper pencil selection makes a measurable difference in the quality and efficiency of pencil work. (216 different kinds of pencils were studied.) In the average office, lighting conditions, paper surfaces, and job requirements are so varied, no single grade of pencil is right for all jobs. Bookkeeping and permanent records, for example, require a much harder pencil lead than memos, note-taking or editing. When jobs are done with proper pencils, they are done more quickly and with less fatigue, eyestrain and tension. For an entire office staff, over a period of time, this can greatly affect efficiency, work quality and buying economy. The company developed the Venus Pencil Selector to indicate the right degree of pencil for every writing job.

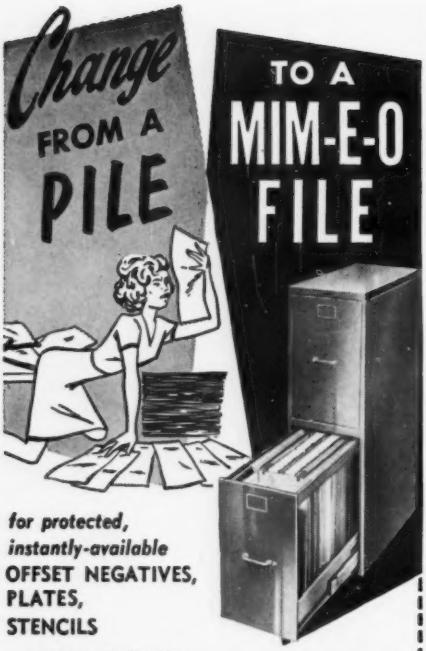
Controllers Institute Elects

Roger A. Yoder

Roger A. Yoder, vice president-finance, Detroit Steel Corp., was elected president of Controllers Institute of America, effective Sept. 1. He will succeed J. McCall Hughes, vice president and controller, Mutual of New York, who will become chairman of the board. Stuart W. McLaughlin, controller, West Virginia Pulp & Paper Co., New York, was reelected treasurer of the institute, and Victor L. Persbacker, controller, American Brake Shoe Co., New York, was renamed assistant treasurer. Paul Haase, managing director of the institute, was renamed secretary.

Navy Leases RCA 501

Rear Admiral Paul D. Stroop, chief of the Navy's Bureau of Ordnance, and John E. Johnson, manager of the marketing department, RCA Electronic Data Processing Div., announced jointly the leasing of an RCA 501 Electronic Data Processing System which is expected to save 1100 manhours daily in the inventory control of missiles, mines, torpedoes, bombs and bullets from the time they start on the production line until they are fired in training exercises or actual warfare. Admiral Stroop said the initial phase of the program will be to place its worldwide inventory on a daily basis.

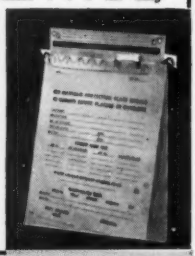


for protected, instantly-available
OFFSET NEGATIVES, PLATES, STENCILS

STOP WASTING **time and money! Every time you lose or damage an original, you're throwing away a $10.00 average investment. With low cost, sturdy MIM-E-O STENCIL FILES, you can *immediately* put your finger on a *perfect* stencil, neg or plate hanging free from pressure . . . protected . . . easily filed, easily found.**

There's a MIM-E-O model for all types and sizes, to protect from 150 to 1400 "investments".

And new *SADDLE ENVELOPES* hang *negatives, plate plus all work sheets* in a single, handy, compact filing unit . . . in any MIM-E-O model.



SAVE SPACE AND TIME **with EASY-FILE CLIPS and EASY-FIND INDEXES**

MIM-E-O STENCIL FILES CO.
1051 N. Paulina Street • Chicago 22, Ill.

500 Distributors . . . coast to coast, to help you solve your stencil or offset filing problem.

For More Information Circle No. 345

Membership Records

(Continued from page 118)

subscriber's name and address, account number, type of membership, date of payment, special privileges, gifts, expiration date, etc. Each card is coded in color as to type of subscription, so that not only can the card be found faster, but a visual check on the type of subscription is available.

When membership dues payments are received in the treasurer's office, a credit voucher is sent to the subscription department, where the entire amount received during the day is balanced against the amount deposited in the bank on that same day by the treasurer. Voucher sums are then assigned to the proper membership file cards. At the end of expiration periods, bills are run off by the museum's mailing plates and checked for accuracy against the up-to-date card files. By centralizing all data about memberships in one file, the museum is able to check within a matter of seconds each of its more than 25,000 subscription records.

Cards are color coded to indicate type of membership.

YOUR LOCAL FORMS DEALER CAN GIVE YOU ALMOST ANY TABULATING FORM IN 72 HOURS

DEALERS IN MOST CITIES

CONTINUOUS FORMS, INC.

TEMPLE 1-9080
4490 CASS AVENUE DETROIT 2, MICH.

For More Information Circle No. 405

NOW AVAILABLE!

"The Office Machine Guide"

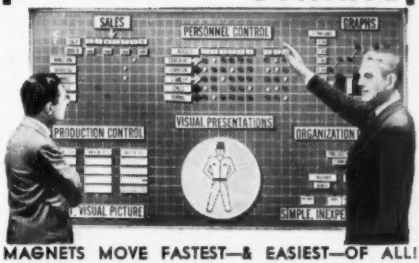
Review explaining and comparing all kinds of office equipment. The loose leaf arrangement and systematic indexing enables subscribers to build up a handbook.

Ask for details or order a specimen copy $1.75

INTERNATIONAL OFFICE MACHINES RESEARCH INC.
U.S.A.: 509 Fifth Avenue, New York 17, N. Y.
Telephone: MUrray Hill 7-0890
Europe: 419 Marnixstraat, Amsterdam, Netherlands
Telephone: 63205

For More Information Circle No. 324

VISUAL MAGNETIC CONTROL



MAGNETS MOVE FASTEST—& EASIEST—OF ALL!

Priced From **$38** INCLUDING MAGNETIC ELEMENTS

Simplest Control for Sales • Production Charts • Personnel Maintenance • Scheduling Machine Loading Visual Presentations
•
COLORFUL MAGNETS ORGANIZE FOR ACTION SHOW FACTS INSTANTLY GET THE JOB DONE

PRICES & BROCHURE OF 7 **FREE** ON REQUEST

Methods Research Corp.
442 Mosel Avenue, Staten Island 4, N. Y.

For More Information Circle No. 323

IT'S VISIBLE

Model 41 — 3 Movement Numbering Machine

WRITE FOR DETAILS

654321
Facsimile Impression

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVENUES
BROOKLYN 8, NEW YORK
BRANCH—105 W. MADISON ST., CHICAGO 2, ILL.

For More Information Circle No. 322

NO COSTLY SHELVING NEEDED WITH
CONVOY "Chem-Board"*
RIGID, PERMANENT, INEXPENSIVE
record storage FILES

Chem-Board Storage Files are permanent. They cost and weigh about 50% less than steel; cost less than some corrugated paper files. They're shipped assembled, ready for use.

NOW—smooth, staple-free fronts make them suitable even for "front-office" use.

Available in letter, legal, check, deposit slip, tab card and many other sizes.

*CHEM-BOARD IS RIGIDIZED CORRUGATED BOARD PROCESSED TO REMARKABLE STRENGTH.

CONVOY, Inc.
STATION B, BOX 216-H
CANTON 6, OHIO

For More Information Circle No. 347

FREE DIES AND PROOFS
GENUINE ENGRAVED LETTERHEADS $15.00 FOR 1000
Genuine ENGRAVED BUSINESS CARDS
500 $11 • 1000 $15
MANUSCRIPT COVERS 100 FOR $3.00
CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
DEALERS WANTED
DEWBERRY ENGRAVING CO.
807 SO. 20th ST., BIRMINGHAM 5, ALABAMA

For More Information Circle No. 348

Retention System

(Continued from page 72)

ever come. From the management viewpoint, it's dangerous because the weeds discarded are judged to be weeds only by the file operator in most cases. The file operator has no guide other than his own inclination at the moment, which is apt to be colored to some extent by the particular mood he happens to be in.

You may be tempted to decide that retention filing is a good system for you to use, but that perhaps it will work better if the people who make or receive records decide whether they are temporary or permanent before sending them to the file. Don't give this idea a second thought. In the first place, your executives will resent being asked to perform a part of the filing routine. You will also get no consistency in temporary coding. Human nature being what it is, your file operator is your best bet to make the system work.

"That's the spelling I prefer."

For More Information Circle No. 324

For More Information Circle No. 322

Timecard Form

(Continued from page 69)

second part. At the end of the pay period when the card is completed, the clerk then enters all overtime and regular time worked, as shown by time-clock entries. Deductions are calculated and net pay is entered in the box at the upper right-hand corner.

The top stub is then detached, pulling the carbon out with it. The cards still attached at the bottom are inserted into transparent envelopes with the cash pay. When employee receives his pay, he withdraws the cards, signs the original copy, detaches it and returns it as a receipt. Part two is retained by him as his record. Pay clerk files part one as a signed receipt and permanent record.

According to Mr. Wolinsky, the new method has many advantages. The short carbon permits the employee to have a detailed record of hours worked, pay, date, etc. One writing completes this data. Having a complete record on one card saves filing time and space. This copy is the only record maintained for computation of social security, income taxes and other required payroll data. Thus, a simple change in the construction of a timecard brought this corporation advantages in morale, time and costs.

America's Leading Industries Choose

BENTSON

OFFICE FURNITURE

BENTSON
MFG. CO.
653 HIGHLAND AVENUE
AURORA, ILLINOIS

For More Information Circle No. 326

Mail Cart! MODEL LS-2

Put efficiency in your mail operation! This double-deck polished aluminum mail cart by Chesley lets your mail department categorize incoming mail for quick, error-free delivery. Lower basket for out-going mail. Both baskets are removable.

BASKET SIZE—(Upper) 17½x25x11; (lower) 17½x25x8
FRAME—High Polished Aluminum • BASKETS REMOVABLE
SHIPPING WEIGHT—33 lbs. • PRICE—$47.50 • TERMS 1% 10 days, net 30 days • F.O.B. Detroit.
File folders to fit guide bars — $.24 ea.

Write for free brochure — or, better still — order today!

Chesley Industries, Inc.
24777 Telegraph Road, Detroit 41, Mich.

For More Information Circle No. 403

Only From B&M
TWICE THE VALUE . . . HALF the PRICE!

Faymus
"JUNIOR" NUMBERMATIC

only $9.95

Now *every office* can enjoy convenient automatic numbering and at *less than half the cost* of comparable machines! 5 automatic actions! Instant clearing! 4 wheels - 0001 to 9999 in small space! Heavy nickelplate finish. Maroon plastic handle. FULLY GUARANTEED.

all better office-stationery stores.

- **Model AC 5 numbering actions - instant clearing** $15.95
- **Model A 6 actions** $12.95
- **Model 10C 10 actions** $19.95

Plus FET

Faymus DIV.
BANKERS & MERCHANTS, INC.
3229 N. SHEFFIELD AVE. • CHICAGO 13, ILL.

For More Information Circle No. 325

ALL NEW
SPEEDRITE ACCOUNTING *Copyholder*

Accepts ledger sheets up to 17 inches in width. Enables typist to read copy from wide sheets directly in front of her, without eye or neck strain. Flexible adjustment to any desk. Easy to use.

SPEEDRITE SECRETARY *Copyholder*

Also made by Hall-Welter is the Speedrite Secretary Copyholder for 11 inch size sheets.

Write for descriptive catalog

Hall-Welter
COMPANY, INC. · ROCHESTER 20, N.Y.
38 MT. HOPE AVENUE

For More Information Circle No. 409

SPECIAL OFFER!

Two Leading German Office Equipment Journals, at reduced combination rate!

"BUEROMARKT" (Office Market) general guide, semi monthly, printed in GERMAN **$8.60**
"DAS RATIONELLE BUERO" (The Rational Office) monthly, printed in German **$10.25**

combined only $14.50

These vital Trade Journals keep you up-to-date with the German—European Office Appliance market. In regard to subscriptions or advertising rates contact our American Representatives:

ATLANTIC PROMOTION AGENCY, Inc.
136 Liberty St. • New York 6, N. Y.
Tel. BArclay 7-9550
VERLAG PETER BASTEN, Aachen, Germany

For More Information Circle No. 404

Sandwich Tape

(Continued from page 108)

or dropping bits, due to oxide rub-off on recording heads. This made the capstans slippery and the tape would slip during the rapid stop/start operations, causing wrong information to be transmitted. "By replacing the entire Datafile bin with Scotch sandwich tape No. 188 we eliminated 90% of our tape-read troubles," said Jack Gerver, senior maintenance engineer in charge of the company's computer room. Sandwich tape is made by Minnesota Mining & Mfg. Co.

Since switching to sandwich tape, downtime for cleaning recording heads at Minnesota Mutual has been reduced from once-an-hour to once-a-day. "Recording heads now require cleaning only once every 20 hours of production time," Mr. Cherry said. Another advantage is that damage to the tape's thin plastic coating does not harm the recording surface itself. "Ordinary tapes," he continued, "are damaged rather easily as the oxide is in direct contact with all friction points."

The company recently compared sandwich tape with bare tape in a search/write, search/read test. A 30″ portion of each tape was run past recording heads of a tape transport. "The bare tape made its first error on its 1049th pass," Mr. Cherry revealed, "while the sandwich tape continued for 12,030 passes before erring by picking up a bit. "For our purposes, we have found sandwich tape to be more satisfactory."

For further information on sandwich magnetic tape, Circle No. 210.

The feet of relaxed, efficient employees...

...stand on

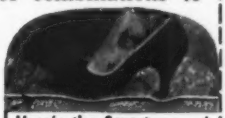
HYGIENIC

Foot Comfort

MATS and RUNNERS

Your employees who must work standing will be happier and more efficient when they stand on Hygienic Foot-Comfort Mats. That's because these quality mats, scientifically designed to distribute body weight, relieve strain and reduce fatigue. Hygienic Mats quickly pay for themselves, for they change the usual afternoon slowdown to a period of profitable accomplishment.

Hygienic Mats offer smart styling, too. Eight modern color combinations to match any decor. And their long-lasting beauty, beveled safety edges and ease of cleaning make them the best mat buy today.



Here's the Secret . . . A beautiful rubber tile flooring bonded to a sponge rubber base provides proper support without being "mushy."

See your Office Supply Dealer or write:

THE HYGIENIC DENTAL MFG. CO.
Flooring Division, Dept. E Akron 10, Ohio,

For More Information Circle No. 321

It's As Simple As

To FIND FACTS FASTER with the NEW, MORE EFFICIENT Edge Punched Card Structures

- ***At Less COST***
- ***Less CODING***
- ***Less GROOVING***
- ***Less SORTING***
- ***Less HANDLING***

MANUFACTURING • BUSINESS
SCIENCE • EDUCATION
ALL CAN SAVE MONEY — SAVE TIME — SAVE EFFORT WITH AN E-Z SORT SYSTEM.

SOLE MANUFACTURERS OF E-Z SORT SYSTEMS
THE MOST EFFICIENT MARGINALLY PUNCHED CARDS.

For More Information Circle No. 319

Mechanized P.O.

(Continued from page 29)

ft. a minute and have a total path length of 1150 ft. Loading, which can be manual or mechanical, is done in the horizontal sections only. The buckets are positioned in the conveyor chains so that, in the horizontal sections where loading takes place, they form a closed formation. Any item falling on the edge of one bucket automatically falls into the adjacent container which moves into position under the opening through which the mail is discharged onto the conveyor. The buckets can be made selective and unloading is possible at any floor on the descending section.

Loading of conveyors with fork-bottom carriers can take place at any point of the horizontal or ascending

CONFIDENTIAL MAP FILE

 # MT4

Mail Order Today

SHIPPED FROM STOCK

Easiest way to file and find confidential maps, blue prints, tracings, etc. Metal cabinet file with locking doors. 112 tilting tubes handle 60" prints. Tubes are indexed for quick location.

PATENT NO. 1610368. Other Patents Pending.

SCOTT-RICE COMPANY
610 S. Main Tulsa 3, Okla.

For More Information Circle No. 320

sections while discharge occurs in the descending section. Carriers are made according to the type of article they will carry and can be equipped with selective mechanism for discharge stations.

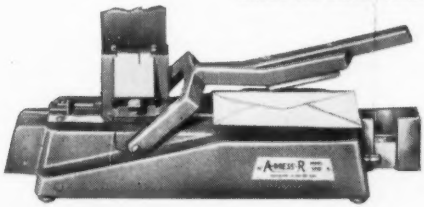
The breaking loads of the conveyor chains range from 6000 lb. to 60,000 lb. and the longest link-span used in the equipment is 7″ in step. Some 300 motors with a total of 350 hp are needed to drive all the conveyors.

Mechanical and electrical safety devices automatically stop any part of the system if conveyed items are carelessly loaded and liable to cause damage to carrier or contents. This is signaled to the control desk so immediate action can be taken to resume service.

All processing and conveying systems are remotely controlled from six desks, one on each floor, with supervisory optical signaling which enables the supervisor to follow the working of any part of his system. Activities on each floor are coordinated by a seventh supervisor on the sixth floor while an eighth man, the engineer and chief of the maintenance department, follows the technical functioning of the entire complex from his office on the fifth floor. Every disturbance or breakdown is immediately indicated on his switchboard.

Intercommunication throughout the building is effected by means of a telephone system and 500 loudspeakers. The chronometric network is controlled by a master clock and two pneumatic tube systems have been installed for the rapid transmission of documents between administrative departments.

Model 500 Metal Plate



Price $98.50 + $5.91 tax
GUARANTEED for ONE YEAR

A-DRESS-R
ADDRESSING MACHINE

• Speed 1300 IPH • 150 plate stacker capacity • Automatic plate change • Automatic rotating ribbon • Prints black or colors • Consecutive, repeat, skip • Takes up to 9" x 14" sheet • Makes carbon copies • 48 hour embossed plate service to any point in U.S. • Heavy construction; weight 25 lbs.

Other models available • Write for Folder "A".

NETTLE MANUFACTURING CO.
27 Huntington Ave., Boston 16, Mass.

For More Information Circle No. 312

ONE-TIME SNAP APART CARBON FORMS

Increase Efficiency, Reduce Costs — Sold only through our Dealers.

DEALERS: Liberal Discounts — Delivery you can depend on. All forms carry YOUR imprint. No inventory, equipment, shipping or warehouse costs. Write TODAY to New Dealer, Dept. 1, 1600 E. 26th St., Little Rock, Arkansas

INTERNATIONAL BUSINESS FORMS
INCORPORATED
1600 E. 26TH STREET • LITTLE ROCK, ARKANSAS

News of the Industry

Royal McBee Appointments

Carl P. Ray

The election of Carl P. Ray as vice president — sales, and W. A. Eiseman as vice president — Royal typewriter division, Royal McBee Corp., was announced by Philip M. Zenner, president. Mr. Ray will be responsible for the operating functions of the typewriter and data processing divisions, under direction of H. C. Davis, vice president of marketing. Prior to joining Royal McBee earlier this year, Mr. Ray was vice president in charge of the international department, Underwood Corp. Mr. Eiseman will supervise all functions of the Royal typewriter division including sales and service of Royal standard and electric typewriters and Roytype supplies. He had been general sales manager of the division.

3M Microfilm Manager

Promotion of David M. Woodrow to product manager for microfilm reader-printer products was announced by Minnesota Mining & Mfg. Co. Mr. Woodrow, who joined 3M in 1948, has been associated with 3M's copying products line since 1950. He served as dealer trades sales manager for copying products before being named sales manager for microfilm reader-printer products a year ago. In his new position he will be responsible for all of the microfilm reader-printer program.

Moves Up at Scriptomatic

H. W. Leonard

William F. Fischer Jr. succeeds his father as president of Scriptomatic, Inc., Philadelphia, manufacturers of high speed automatic selective addressing machines. Herbert W. Leonard, who was sales manager, moves up to vice president. Directors of the company, in addition to Messrs. Fischer and Leonard, are Donald C. Rubel, of Parrish & Co. and a member of the Board of City Trusts, Philadelphia; and J. Barclay Jones, former plant manager of E. G. Budd Co. and chairman of Radnor Township School Board. Scriptomatic is a subsidiary of Fischer Machine Co., Philadelphia, founded in 1900.

Photostat Sales Manager

Thomas L. Bell Jr.

Thomas L. Bell Jr. was named general sales manager of Photostat Corp., manufacturers of graphic information handling equipment and systems, Kenneth M. Leghorn, president, announced. Mr. Bell had been a senior associate with Booz, Allen & Hamilton, New York management consultants, since

At Furnas Electric Co. . . .
Bunn Tying Machine (right) cuts house organ mailing time 75%... releases two hand-tyers for more important duties.

mail, catalogs . . .

TIED 10X FASTER

"Within one year," reports the advertising manager of this Batavia, (Ill.) manufacturer, "our Bunn Tying Machine had repaid its full cost in mail-tying savings alone. And mail-tying is just *one* of the ways we use it!"

Ties anything. Yes, there are many ways you'll save with a Bunn Tying Machine. Catalogs, literature, packages, bundles . . . all sizes, all shapes: the Bunn Machine handles them all with the same speed and ease.

Easy to use. You just position your bundle, then step on a trip. Automatically, you get a neat, tight tie... in 1½ seconds or less. Faster than hand-tying? About 10 times. And you get a better job.

Send today for full data on how modern Bunn tying can speed and simplify your tying jobs.

PACKAGE TYING MACHINES—SINCE 1907

BUNN

B. H. BUNN COMPANY

7605 Vincennes Ave., Dept. OF-79, Chicago 20, Ill.
Export Dept.: 10406 S. Western Ave., Chicago 43, Ill.

MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. OF-79
7605 Vincennes Ave., Chicago 20, Ill.

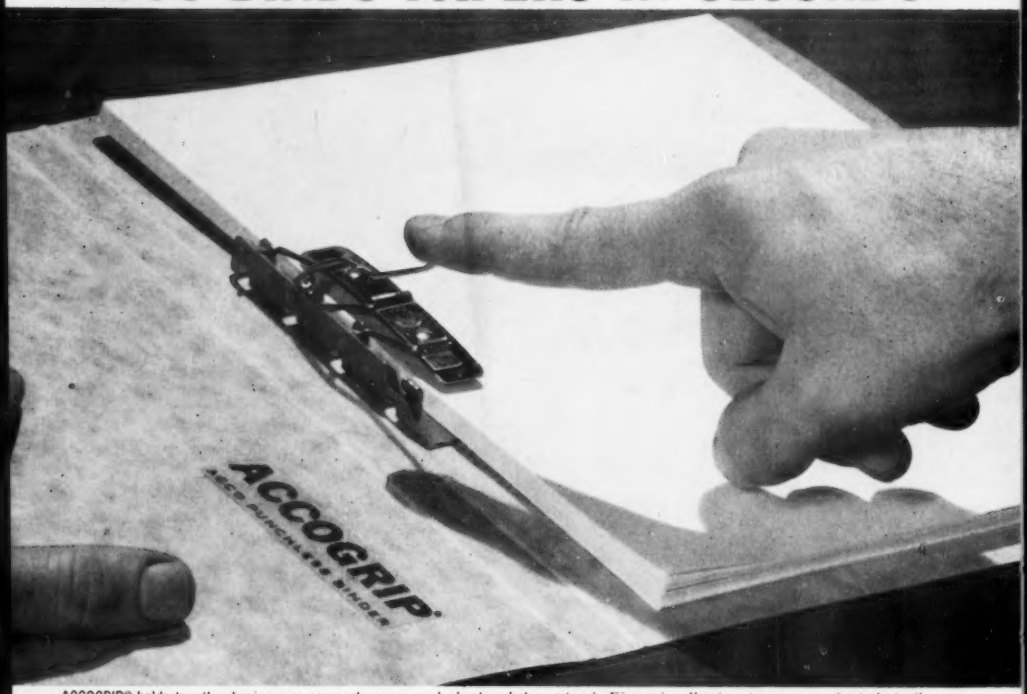
Please send free booklet which illustrates how we may cut costs with Bunn automatic tying.

Name_____
Company_____
Address_____
City_____ Zone____ State_____

9428

For More Information Circle No. 254

ACCO BINDS PAPERS IN SECONDS



ACCOGRIP® holds together business or personal papers, work sheets, photos, artwork. No marring. You insert or remove sheets instantly.

ONE FINGER DOES IT!

• *press to open* • *press to close*

SURE GRIP. Test it yourself! Accogrip has ½" capacity — yet holds even one sheet securely. Contents stay put until you release spring-action grip.

HOW MANY USES have *you* for Accogrip? Ideal for reports, letters, records, blueprints, catalogs, photos, sheet music. Keeps material *on hand, intact, in order.*

NEW! Revolutionary mechanism. Closed-back design. Genuine pressboard cover — firm, flexible, long-lasting. Red, black, grey, green or blue. Letter or legal size.

50 YEARS of leadership in binder design and filing systems precede Accogrip. Now at office outfitters everywhere. Or write: ACCO PRODUCTS, Division of Natser Corporation, Ogdensburg, N. Y. In Canada: Acco Canadian Co., Ltd., Toronto.

ACCOGRIP®
ACCO PUNCHLESS BINDER

For More Information Circle No. 264

1953. In his previous position he worked in the fields of marketing and general management organization with the government and the metal working, electronics and glass industries.

In Charge of Computer Sales

T. H. Armstrong

Thomas H. Armstrong was named vice president in charge of marketing for Minneapolis-Honeywell's Datamatic Div. in Boston, it was announced by Paul B. Wishart, president of M-H. Mr. Armstrong assumes direction of an expanded nationwide sales and service force to support the Honeywell 800 computer service. His direction of sales activities will include sales engineering, methods and systems support, automatic programing services, customer training, merchandising, advertising and market planning. His experience in the data processing field spans 20 years in sales and administrative posts with International Business Machines Corp., Underwood Corp. and Radio Corp. of America. Gavin S. Younkin, vice president of Honeywell, who served an interim term as marketing director of the Datamatic Div., returns to Minneapolis to resume duties as general sales manager of the parent company.

Heads Microfilm Dealers

Karl Adams Jr.

Karl Adams Jr. was re-elected president of Microdealers, Inc. Hendrick Ten Eyck, retiring president of National Microfilm Assn., became secretary, and Arnold Watland was elected treasurer of the national organization of independent microfilm dealers.

Business Equipment Exposition

Thirty-five corporations, representing in sales volume about 90% of the $4-billion a year office equipment industry, will participate in the Business Equipment Exposition at the National Guard Armory in Washington, Sept. 23-25, it was announced by the Office Equipment Manufacturers Institute. E. D. Taylor, administrative vice president, said the exposition will be the first in a series presented each year in several cities throughout the U. S. The exposition is operated by Office Equipment Manufacturers Exhibits, Inc., an affiliate of OEMI. Rudolph Lang is managing director of exhibits. More than 25,000 people are expected to attend.

Y & E Sales Manager

R. E. Contryman

The appointment of Richard E. Contryman, vice president, to the position of general sales manager was announced by Douglas W. Gambrill, president of Yawman & Erbe Mfg. Co. Mr. Contryman started with Y & E 24 years ago as an assistant clerk. He worked in various capacities in the sales department of which the last eight years have included management responsibilities. Now all sales functions of Yawman & Erbe, C. E. Sheppard Co. and Atlas Loose Leaf & Index Co. will be under his direction.

Banda Duplicators in U.S.

Charles E. Hallenborg, president, Copease Corp., announced the appointment of Copease as U. S. distributor of Banda Spirit Duplicators. Known as Copease-Banda Spirit Duplicators, the machines have been manufactured by Block & Anderson, London, England, for over a quarter-century and are sold in over 50 countries. Designed for systems and general duplicating, there are more than 25 different models. James W. Hertsch, formerly

Directors of Amberg File & Index Co. watch Joseph W. Cremin, board chairman, cut ribbon opening 13,000 sq. ft. of additional warehouse and shipping facilities at Kankakee, Ill., to speed dealer orders.

sales manager of the offset duplicator division of Photostat Corp., is general manager of the Copease-Banda Div. A. E. Ballard, chief of Banda's systems engineers in England, is in attendance at the Copease-Banda showroom at 425 Park Ave., New York.

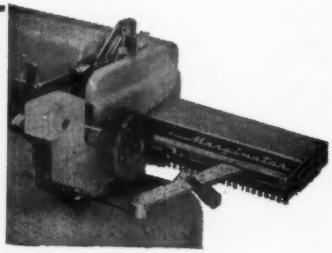
Eureka Realigns Sales

Eureka Specialty Printing Co., Scranton, Pa., reports a realignment of its sales divisions. A. R. Jeffrey Jr. is advertising and sales promotion director, with responsibility for the advertising, merchandising, sales promotion and public relations activities for Eureka and its five subsidiary companies. He has been advertising manager since 1957. J. W. Davison, art director, was given the additional responsibility for the creation of the company's growing decorative lines. A. J. Krause, assistant to J. W. Young, general sales manager, will supervise the divisions headed by Mr. Davison and Mr. Jeffrey.

NOW! TYPING that looks like PRINTING —

at a fraction of the cost!

Inexpensive Typewriter Composition That Looks Like Expensive Typeset Printed Matter



Your "copy" CAN Look Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Your "copy" Now Looks Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Write for Free Illustrated Folder

MARGINATOR COMPANY, 1121 W. Magnolia Ave., Burbank, Calif.

For More Information Circle No. 361

PERMANENTLY PRESERVE AND PROTECT
- IMPORTANT PAPERS
- ADVERTISING MATERIALS • SIGNS
- DOCUMENTS • DRAWINGS • CERTIFICATES
- PHOTOS • CARDS AND PASSES • LICENSES

WITHOUT NEED FOR MACHINES, CHEMICALS OR HEAT

You can actually imbed any flat object of any paper, board or fibre composition in clear, flexible plastic for permanent protection against moisture, wear and grime. Protect, preserve and beautify for a lifetime. Available in a wide range of sizes. Write for free brochure.

PLAIN-VU, THE CARR CORP., Dept. A-7
3407 Prospect Avenue • Cleveland 15, Ohio

For More Information Circle No. 412

MP-Jr. streamlined

COIN CHANGER

USED BY 1/3 OF NATION'S BANKS

Makes change faster, more easily. Enhances beauty of bank. Sturdy aluminum with handsome hammertone finish.* Removable tray with inside storage box. Capacity $125 — pennies through half-dollars. Size 8" x 10" x 6½". Weighs 9 lbs. Rubber feet protect counters. Trouble free. Guaranteed.

***NOW!**
in choice of 4 decorator colors: Tan, blue, green, and silver-grey.

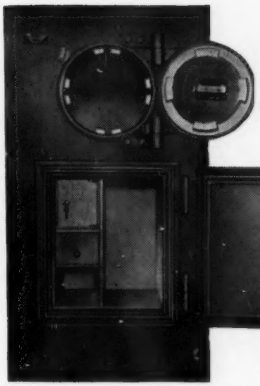
ONLY $69 PLUS TAX

Write for descriptive catalogue and nearest dealer

Modern Products...Moderate Prices

METAL PRODUCTS ENGINEERING, INC.
Dept. 0, 4000 Long Beach Ave., Los Angeles 58, Calif.

For More Information Circle No. 413



SCHWAB COMBINATION FIRE AND BURGLAR PROTECTION

This combination unit consists of a Mercantile E Bank H Burglar Chest installed in the top of a steel case with an Underwriter's labeled Class C T-20 fireproof safe in the bottom of the case. This is the perfect unit for the business that must provide protection for both records and money. This unit can be built in a variety of sizes to fit any particular need.

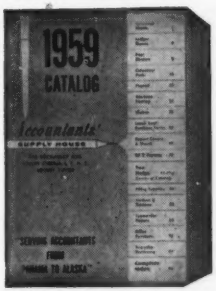
"Our Products Are Your Protection"

SCHWAB SAFE CO. INC.
LAFAYETTE, INDIANA

For More Information Circle No. 414

EVERY OFFICE MANAGER SHOULD HAVE THIS CATALOG-MANUAL!

It's Free and It's the A.S.H. Way to Cut Office Overhead and Save Money Too!



Get your free copy of this 112 page, illustrated catalog-manual today. It's loaded with thousands of top-quality office, accounting, bookkeeping and stationery items at rock-bottom prices.

No Salesman Will Call

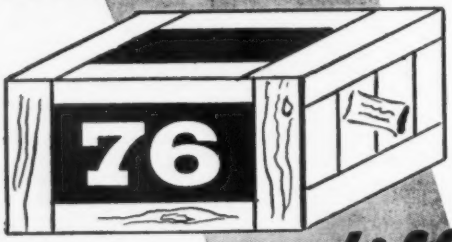
Industrial Division 07
ACCOUNTANTS' SUPPLY HOUSE
518 Rockaway Ave., Valley Stream, L.I., N.Y.

Name .....
Firm .....
Address .....
City .....State .....

For More Information Circle No. 375

Attention
Office Equipment
Manufacturers!

ADVERTISE TO



different MARKETS

Every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by office equipment importers and dealers. These 76 countries buy both high and low priced items. Get a share of this business by advertising in the forthcoming 1959 edition. Write *today* for rates.

Afghanistan
Alaska
Algeria
Arabia
Australia
Austria
Belgian Congo
Belgium
British East Africa
British Guiana
British Honduras
Burma
Canada
Ceylon
Cyprus
Denmark
Egypt
Ethiopia
Finland
Formosa
France
French Africa
French Guiana
Germany
Ghana
Gibraltar
Great Britain & Northern Ireland
Greece
Haiti
Hawaii
Hong Kong
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Japan
Kenya
Lebanon
Liberia
Libya
Luxembourg
Madagascar
Madeira Island
Malaysia
Malta
Morocco
Nepal
Netherlands
Netherland West Indies
New Zealand
North Rhodesia
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Siam
South Sea Islands
Southern Rhodesia
Sudan
Surinam
Sweden
Switzerland
Syria
Tanganyika
Tunisia
Turkey
Union of South Africa
Viet Nam
West Indies
Yugoslavia

Office Equipment Exporter

Circulation over 10,000

OFFICE PUBLICATIONS, INC. **232 Madison Ave., New York 16, N. Y.**

General Binding Ad Director

D. W. Morrison

Donald W. Morrison is now director of advertising and sales promotion for General Binding Corp., Northbrook, Ill., it was announced by William N. Lane, president. Mr. Morrison was director of advertising and sales promotion for American Photocopy Equipment Co. before his appointment by General Binding.

Art Metal Acquires Knoll

Andrew Wilson, chairman of the board of Art Metal Construction Co., announced the acquisition of Knoll Associates, Inc., Knoll International, Ltd., and Knoll Textiles, Inc.

Facit Southern Manager

Kurt Berk was appointed southern district sales manager of Facit, Inc., it was announced by Karl Siewert, president. Mr. Berk will direct sales and service for the complete line of office equipment in Ala., Ga., Miss., N. C., S. C., Tenn., and parts of Ark., Ky. and La. He has been with Facit since 1951. In 1958 he was named assistant district sales manager for the southwestern territory.

Ribbon & Carbon Firms Merge

Arthur M. Oppenheimer, president, Consolidated Ribbon & Carbon Co., Chicago, announced the joining of his company with Curtis-Young Corp., New York and Philadelphia in a new corporation, Consolidated Curtis-Young Corp., with offices at 325 W. Jackson Blvd., Chicago. Arthur W. Young, president, Curtis-Young Corp., called the new combination, "An important development in the company's expansion program." He added, "The joining of Consolidated to the Curtis-Young family of companies will result in greater manufacturing and distributing efficiency, and a more

MASO QUALITY OFFICE EQUIPMENT:

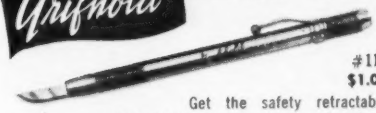
Elevator stands, metal bookcases, steel shelving, lustrous laminated plastic chair mats, folding chairs.

Write for Catalog

INTERSTATE METAL PRODUCTS CO., INC.
Office Equipment Division
666 N. Lake Shore Drive, Chicago 11, Ill.

For More Information Circle No. 364

Grifhold OFFICE KNIFE



#119
$1.00

Get the safety retractable blade knife whenever you need a sharp edge . . . for stencils, corrections, erasures. **Write today for free illustrated catalog of other tools.**

GRIFFIN MANUFACTURING CO.
RIDGE ROAD EAST, WEBSTER, N. Y.
For More Information Circle No. 365

For Your Annual
TYPEWRITER ROLLER CHANGE

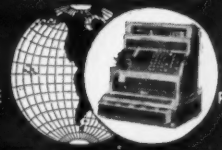
Insist on a "Futuristic" 5-Star Platen for Best Results

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

For More Information Circle No. 366

CASH REGISTER PARTS

WORLD WIDE SERVICE



HIGHEST QUALITY PRODUCTS

CASHERE CORPORATION
Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.

For More Information Circle No. 367

Perfect Copies with budget priced . . .
MASTER LIQUID PORTABLE DUPLICATOR

ONLY $37.50

The Little Machine That Does A Big Job! Just write, draw or type your message and you're ready to print bulletins, lists, business forms, mailers, letters . . . *in up to 5 colors at one time.*

CLEAN . . . Uses paper masters and *colorless* spirit fluid. NO GELATINS. NO INKS.

EFFICIENT . . . Bright, clear, smudge-free copies every time. Dry immediately . . . *no need to slip-sheet.*

FAST . . . 10 to 15 copies per minute . . . up to 300 copies per master.

EASY-TO-USE . . . Anyone can operate a Master Duplicator . . . trouble-free and fully guaranteed.

See your local Office Supply Dealer or write for complete information.

MASTER ADDRESSER COMPANY
6500-0 W. Lake St. • Minneapolis 26, Minn.
For More Information Circle No. 362

3 PHONE PROBLEMS SOLVED

1. Safeguarding privacy.
2. Quieting the office.
3. Better hearing—noisy places.

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature.
HUSH-A-PHONE
72 Madison Ave.
New York 16

For More Information Circle No. 363

complete service to our customers. Many new ribbon, carbon and duplicating products will now be available from a single integrated manufacturing source." Officers of the new corporation are Arthur M. Oppenheimer, president, Claude H. Reeves, vice president and Todd P. Curtis, treasurer. Consolidated's Chicago executive and sales personnel will remain.

Stein Bros. Sales Rep

David K. Kennedy was named by Stein Bros. Mfg. Co., Chicago, as its representative in the six New England states. "Dave" Kennedy is the son of Jack Kennedy, vice president-sales, Trussell Mfg. Co., prominent loose leaf manufacturers of Poughkeepsie, N. Y.

Bruning Sales Coordinator

Dean Snyder was promoted to national sales coordinator for Charles Bruning Co., Mt. Prospect, Ill., it was announced by Herbert F. Bruning, president. His duties will include promotional planning for new products and conducting market surveys on

Mrs. S. T. Scheinman, wife of the president of Cole Steel Equipment Co., breaks ground for the $1 million warehouse of Cole's Masell Mfg. Div. at York, Pa. Looking on are Peter Scheinman, Masell executive vice president, and Otto Lewin, vice president and plant manager. At rear: Sidney Gelder, John McKee, Charles Wallace, Clair Buchart, John Pedden.

the world's largest selection of

Select ROUGH and REBUILT

OFFICE MACHINES

EVERY MAKE···EVERY MODEL — AT TREMENDOUS SAVINGS!

- ADDERS • BOOKKEEPERS • CALCULATORS
- COMPTOMETERS • BANKING MACHINES • ADDRESSING MACHINES CABINETS AND SUPPLIES
- OFFSET and DUPLICATING MACHINES

REBUILT – machines guaranteed to LOOK and PERFORM like new.

SELECT ROUGH – machines complete and in operating condition

40 years of Reliability / *State your requirements today!*

INTERNATIONAL OFFICE APPLIANCES, INC.
Department Store of Office Machines
326 Broadway, New York 7, N. Y. WOrth 2-3200

For More Information Circle No. 295

KEY TO MOTOR DEPENDABILITY IN BUSINESS MACHINES...

Special engineering is the key to motor dependability in business machines . . . because it assures the exact mechanical and electrical requirements for the application. This is one of the reasons why more and more designers of leading business machines are turning to Lamb Electric Motors, which are *all* specially engineered.

The Lamb Electric Company, Kent, Ohio
A Division of American Machine and Metals, Inc.
In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**

For More Information Circle No. 296

ZIP-O-RITER

Addresses Directly from Card Files

Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR
MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

S & M DISTRIBUTING CO.
3875 GARLAND ST., WHEAT RIDGE, COLORADO

For More Information Circle No. 232

PAYCHECK "OUTLOOK" ENVELOPES

Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.

Send for Samples and Prices Today

OUTLOOK ENVELOPE CO., *Est. 1902*
Originators of "Outlook" Envelopes
1001 W. Washington Blvd. Chicago 7, Illinois

For More Information Circle No. 243

FREE! ALVIN READY REFERENCE CHART with DECIMAL TABLE

Fully illustrated reference chart showing complete Alvin line. Includes handy Decimal Chart. Tack on wall or file in drawer. See Alvin's complete line at your dealer or write for Alvin Ready Reference Chart TODAY!

America's Most Complete Line of:

- Drawing Sets
- Drafting Instruments
- Designing Aids
- Drafting Materials
- Drawing Equipment
- Measuring Devices

ALVIN & CO., INC. • WINDSOR, CONN.

For More Information Circle No. 285

STEVENSON & SMITH, INC.

LEADING MANUFACTURERS OF

Intricate, Accurate, Economical

SPECIALTY

Multi-Part Business Forms

Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts.

Write for name of your nearest representative.

STEVENSON & SMITH, INC.
Lackawanna Place
BLOOMFIELD, NEW JERSEY

For More Information Circle No. 286

existing products. He will act as liaison between the marketing and promotion department at Mt. Prospect and the regional promotion managers. He had been assistant branch manager of Bruning's Philadelphia office.

Office Does Color Offset Folder

To promote the 350th Hudson-Champlain Anniversary Celebration, New York State's Public Works Dept. published and distributed four-page folders in full colors. The paper was 60 lb. Cooper's Cave Offset by Finch, Pruyn & Co., produced basically from a combination of groundwood pulp and neutral sulphite hardwood pulp from N. Y. State, principally from forests owned by Finch, Pruyn & Co. which has pioneered development of paper using northern hardwoods for neutral sulphite pulp. The folders were the first process color work ever done by the Public Works Dept. on its Multilith 1250. The job was run at 4000 an hour, with no provisions for drying.

Vitene Distributor

Roll-O-Graphic Corp., 133 Prince St., New York, is national distributor for Vitene rubber preservative and glaze preventative. Vitene replaces moisture removed from offset rollers and blankets by ink, and is claimed to be the only solution that prevents glaze.

Transo Promotion Manager

Transo Envelope Co. has named Kenneth E. Johnson as its sales promotion manager. Mr. Johnson was previously with several advertising agencies and more recently was advertising manager for the University of Chicago Press.

Heads Mills' Marketing

John J. Windahl was appointed market promotion manager of Mills Co., Cleveland. Mr. Windahl, who was advertising manager of Corry-Jamestown Co., for the past six years, will be responsible for the direction of all advertising and marketing programs, according to David Mills, vice president.

AUTOMATIC OFFICE PAPER SHREDDER

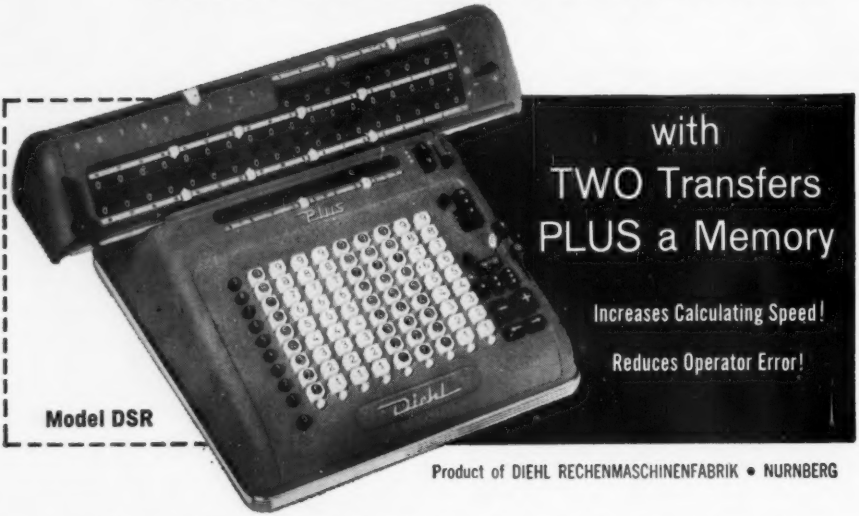
Add filing space by destroying cancelled checks, ledger sheets, time cards, W2's, pay vouchers and obsolete papers—in your own office! The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the only automatic feed machine . . . shreds papers into unreadable ¼" strips, in just a few seconds! The machine is an attractive, typewriter-size, portable desk model, with full ½ HP motor. Completely safe, and easy to operate. Many other sizes available, too.

Ten-Day Trial on any shredder. Write today for literature.

INDUSTRIAL SHREDDER AND CUTTER COMPANY
103 MILL ST. • SALEM, OHIO

For More Information Circle No. 358

Plus Diehl The Only Modern **FULLY AUTOMATIC** Calculator



- *New* patented principles eliminate recopying and resetting!
- Full back-transfer from answer dials to keyboard gives uninterrupted operation.
- Short-cut pushbutton multiplication.
- Keyboard dials prove accuracy at a glance.

Be sure to see and try inexpensive PLUS Diehl before replacing your present equipment. Five models to fit your needs.

Sole United States Distributor: **PLUS DIEHL Calculator Division**

CONTROL SYSTEMS, INC.

5 Beekman Street New York City 38, N.Y. REctor 2-0045

Representatives in Principal Cities

DEALERSHIPS AVAILABLE — Write today for full details of the PLUS DIEHL dealership plan. It offers a complete new field for profitable calculator sales.

For More Information Circle No. 246

National Conference & Exhibit Calendar

National Secretaries Assn., Americana Hotel, Bal Harbour, Fla., July 19-25.

National Society of Public Accountants, Sherman Hotel, Chicago, Aug. 24-28.

Assn. of Computing Machinery, Massachusetts Institute of Technology, Cambridge, Mass., Sept. 1-3.

Educational Graphic Arts Exposition, Coliseum, New York, Sept. 6-12.

National Assn. of Bank Auditors & Controllers, Statler Hotel, Boston, Sept. 21-23.

Office Equipment Manufacturers Exhibits, National Guard Armory, Washington, D. C., Sept. 23-25.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 26-30.

Life Office Management Assn., Edgewater Beach Hotel, Chicago, Sept. 28-30.

National Business Forms Associates, Chalfonte Haddon Hall, Atlantic City, Oct. 4-8.

National Institute of Governmental Purchasing, Sheraton-Cleveland Hotel, Cleveland, Oct. 11-14.

Systems & Procedures Assn., Royal York Hotel, Toronto, Canada, Oct. 12-14.

American Production & Inventory Control Society, New Yorker Hotel, New York, Oct. 16-17.

Eastern Commercial Stationery Show, N. Y. Trade Show Bldg., New York, Oct. 17-20.

Institute of Newspaper Controllers & Finance Officers, Hotel del Coronado, San Diego, Oct. 18-21.

National Business Show, Coliseum, New York, Oct. 19-23.

Insurance Accountants Assn., Bellevue-Stratford Hotel, Philadelphia, Oct. 21-23.

American Records Management Assn., Sheraton-Palace Hotel, San Francisco, Oct. 23-24.

Controllers Institute of America, Penn-Sheraton Hotel, Pittsburgh, Oct. 24-28.

American Institute of Certified Public Accountants, Fairmont & Mark Hopkins Hotels, San Francisco, Oct. 24-29.

American Bankers Assn., Miami Beach, Oct. 25-28.

International Automation Exposition, N.Y. Trade Show Bldg., New York, Nov. 16-20.

Eastern Joint Computer Conference, Statler Hilton Hotel, Boston, Dec. 1-3.

INAUGURAL
THE Business Equipment Exposition
'A Service of Office Equipment Manufacturers Institute'
OEMI
Sept. 23, 24, 25 — 1959 / 1-10 P.M. Daily
WASHINGTON, D.C.
(National Guard Armory)
ADMISSION BY INVITATION ONLY

AN EVENT TO REMEMBER
(Mark it on your calendar now!)
A vast and exciting panorama of the latest developments in office equipment, systems and services will be here for you to see, examine, and project into **your** plans for a bigger tomorrow! This all-industry Exhibit is the only one of its kind in the country and the forerunner of more to come.* Mark it on your calendar now — and plan to attend.
*Chicago — March 15, 16, 17, 18 — 1960
*Dallas — October 19, 20, 21 — 1960
OFFICE EQUIPMENT MANUFACTURERS EXHIBITS, INC.
Rudolph Lang, Managing Director of Exhibits
777 Fourteenth St., N.W., Washington 5, D.C.
For More Information Circle No. 408

ADVERTISERS

Acco Products 186
Accountants Supply House 189
Acme Visible Records, Inc. 101
Addo-x, Inc. 59
Addressing Machine Co. of California 171
Addressograph-Multigraph Corp. 21
All-Rite Pen, Inc. 153
Alvin & Co. 194
American Evatype Corp. 160
American Geloso Electronics, Inc. 22
American Numbering Machine Co. 177
Ames Supply Co. 191
Anken Film Co. 138
Arlington Aluminum Co. 147
Associated Industrial Designers 116
Atlas Stencil Files Corp. 136

Badger, Inc. 144
Baltimore Business Forms Co. 146
Bankers & Merchants, Inc. 180
Basten, Peter 180
Beach Publishing Co. 152
Bedinghaus Business Forms Co. 66
Beemak Plastics 150
Bell & Howell Phillipsburg Co. 10
Bentson Mfg. Co. 179
Bevco-Precision Mfg. Co. 117
Borroughs Mfg. Co. 56
Bruning Co., Charles 135
Bunn Co., B. H. 185
Business Efficiency Aids 20

Carteret Printing Co. 159
Cashere Corp. 191
Challenge Machinery Co. 134
Cheshire, Inc. 169
Chesley Industries, Inc. 180
Chicopee Mills, Inc. 23
Cincinnati Time Recorder Co. 4
Codo Mfg. Corp. 170
Cole Steel Equipment Co. 139
Cole Steel Office Machines, Inc. 43
Collamatic Corp. 35
Colonial Carbon Co. 40
Columbia Ribbon & Carbon Mfg. Co. 58
Comptometer Corp. 173
Continuous Forms, Inc. 177
Control Systems, Inc. (Plus) 57
Control Systems, Inc. (Plus Diehl) 196
Convoy, Inc. 178
Copycat Corp. 32
Cormac Photocopy Corp. 155
Cotterman, I. D. 95
Cramer Posture Chair Co. 81

Davidson Corp. 143
Delta Products Div., Air Accessories, Inc. 154
Denominator Co. 44
Dewberry Engraving Co. 178
Dick Co., A. B. (Azograph Duplicator) 24, 25
Dick Co., A. B. (Photocopier) 92, 93
Ditto, Inc. ..... Inner Back Cover
Dry-stik Co. 159
Duplicard Addressing Machines Co. 105

Eastern Fine Paper & Pulp Division 84
Eastman Kodak Co. (Verifax) 145
Eastman Kodak Co. (Recordak) 19
Eureka Specialty Printing Co. 42
E-Z Sort Systems, Ltd. 182

Faber-Castell Pencil Co., A. W. 108
Facit, Inc. 90
Felins Tying Machine Co. 142
Finch, Pruyn & Co. 119
Fletcher Paper Co. 5
Force & Co., Wm. A. 158
Friden, Inc. 67

Gates Acoustinet Co. 128
General Fireproofing Co. 9
Graff Co., George B. 164
Graphic Systems 95
Griffin Mfg. Co. 191

Hall-Welter Co. 180
Haloid Xerox Inc. 2
Heyer Inc. 149
H-O-N Co. 27
Hush-A-Phone Corp. 192
Hygienic Dental Mfg. Co. 181

Industrial Shredder & Cutter Co. 195
Inter-Continental Trading Corp. 114
International Business Forms, Inc. 183
International Office Appliances, Inc. 193
International Office Machines Research 177
Interstate Metal Products Co. 191

Jones Box Corp., Jesse 199

Kenro Graphics, Inc. 61

Lagomarsino-FAI 156
Lamb Electric Co. 193
Lassco Products, Inc. 102
Leap, Inc., Clint 152
Lee Products Co. 170
Letterex Corp. 65

Mac Panel Co. 104
Maggie Magnetic Visual Aids Corp. 30
Manpower, Inc. 28
Marchant Calculators Div., Smith-Corona Marchant Inc. 96
Marginator Co. 188
Master Addresser Co. 192
Meilink Steel Safe Co. 26
Metalcraft, Inc. 118
Metal Products Engineering, Inc. 189
Methods Research Corp. 177
Michael Lith Sales Corp. 162
Miller-Trojan, Inc. 152
Mim-E-O Stencil Files Co. 176
Minnesota Mining & Mfg. Co. (Edging Tape) 34
Minnesota Mining & Mfg. Co. (Mending Tape) 166
Minnesota Mining & Mfg. Co. (Microfilm Reader-Printer) 103
Minnesota Mining & Mfg. Co. (Thermo-Fax) 6
Moller Products Corp. 60
Monroe Calculating Machine Co. (Accounting Machine) 129

Monroe Calculating Machine Co. (Calculating Machine) 39
Mossner Co., Alfred 168

Nardon Mfg. Co. 161
National Cash Register Co. 37
Nettle Mfg. Co. 183
Nippo Machine Industry Co., Ltd. 165
Nu-Arc Co. 38

Office Equipment Manufacturers Exhibits, Inc. 197
Office Products, Inc. 174
Office Publications, Inc. 190
Olivetti Corp. of America 53
Outlook Envelope Co. 194
Oxford Filing Supply Co. 36
Ozalid Div., General Aniline & Film Corp. ... 107

Paper Welder, Inc. 116
Paterson Parchment Paper Co. 148
Photostat Corp. 151
Pitney-Bowes, Inc. (Folder-Inserter) 131
Pitney-Bowes, Inc. (Postage Meter) 83
Pitney-Bowes, Inc. (Tickometer) 31
Plain-Vu, Carr Corp. 189
Plastic Binding Corp. 68
Port Huron Sulphite & Paper Co. 89
Posting Equipment Corp. 106
Precision Mfg. Co. 117
Print-O-Matic Co. 169
Pronto File Corp. 88
Pryor Marking Products 171

Rapid Roller Co. 94
Recordak Corp. 19
Regna Cash Registers, Inc. 41
Rena Buromaschinenfabrik G.m.b.H. & Co. ... 165
Reynolds & Reynolds Co. 120, 121
Rite-Line Corp. 30
Roberts Rubber Co., Weldon 168
Rogersnap Business Forms 130

Ronald Press Co. 91
Royal McBee Corp. ..... Outer Back Cover

S & M Distributing Co. 194
Saunders Mfg. Co. 171
Schwab Safe Co. 189
Scott-Rice Co. 182
Scribe Distributors Co. 87
Scriptomatic, Inc. 1
Sheppard Div., C. E. 140
Shredmaster Corp. 141
Smead Mfg. Co. 29
Smith, Inc., Charles C. 152
Smith-Corona Marchant, Inc. ..... Inner Front Cover
Speed-O-Print Corp. 64
Standard Duplicating Machines Corp. 12, 13
Standard Instrument Corp. 133
Staplex Co. 157
Stein Bros. Mfg. Co. 55
Stevenson & Smith, Inc. 194
Stile-Craft Manufacturers, Inc. 54
Swift Business Machines Corp. 162
Swingline, Inc. 142
Syntron Co. 86

Tab Products Co. 33
Teletype Corp. 132
Thomas Collators, Inc. 113
Traveletter Corp. 110

Vari-Typer Corp. 63
Victor Adding Machine Co. 137

Wassell Organization, Inc. 163
Watkins Industries 163
Wolber Duplicator & Supply Co. 62
Wright Line, Inc. 109

Yawman & Erbe Mfg. Co. 140

Zip-O-Riter Products 194

FILE YOUR COPIES OF *The Office*

IN HANDY VOLUME FILES

This durable and attractive file in rich maroon and gray with 16-carat gold lettering, looks and feels like leather and is washable. No irritating wires to handle. Any copy may be removed. Each file holds one volume (six months) of THE OFFICE with the volume index in the last copy (June and December); two files hold an entire year's issues. Files are reusable. Unconditionally guaranteed. Postpaid in U.S.

1 File (for six months' issues) $2.50; 2 Files (for a year's issues) $5.00; 3 Files for $7.00; 6 Files for $13.00.

Jesse Jones Box Corporation, P. O. Box 5120, Philadelphia 41, Penna.

Please send me, postpaid, ... files. I enclose ..... Bill Me ☐

Name ..... City .....

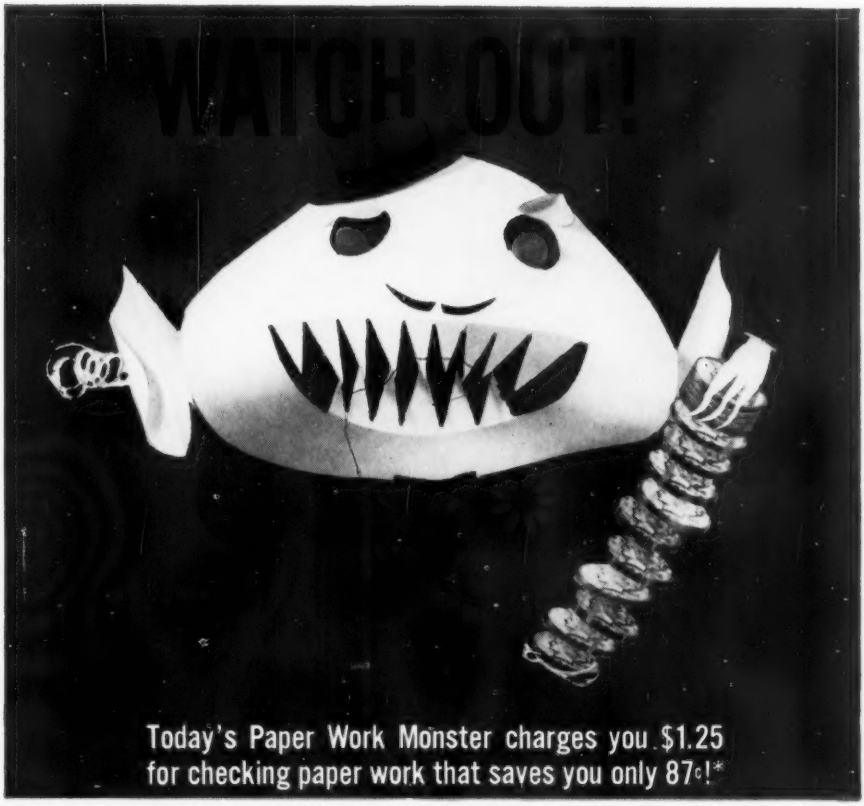
Address ..... State .....

As We See It...

The appearance of offices is changing rapidly these days via new materials and brighter colors. Executives are giving more attention to this branch of office management. In the past five years there has been a 30% increase in office furnishing budgets according to a survey of furniture manufacturers and retailers by the National Office Furniture Assn. which adds that furniture prices have risen less than 10% in the same period. The amount spent for furnishing an executive office today was found to range from $500 to $7500 with the average job falling between $1000 and $3000.

The interior designer has joined the long list of specialists whose services are required by modern business. In this issue (page 73) there appears the first of a series of articles which will be published from time to time by experts in this field. Instead of buying desks and chairs as old ones wear out, or ordering painting and floor coverings when needed, it is becoming customary to consult an architect or decorator who will submit a complete refurnishing plan.

Furniture retailers complain that architects-designers-decorators offer unfair competition by buying furniture from manufacturers and selling it to clients at the wholesale price plus 15%. If this is true, it is the fault of both dealers and manufacturers. If decorators received a professional discount from office furniture dealers (as antique dealers give), they would rather buy from retailers who can show them and their clients a variety of furniture from which to choose. The decorator can remain a consultant and the furniture retailer can remain a dealer—and both prosper by doing their separate and individual jobs well.



*Based on study by Records Management Institute, Inc., New York 1, N.Y., for New York State Department of Commerce.

DITTO® "automatic" One-Writing Systems do away with this quick-change artist—fast!

Here's how. A specially trained DITTO Inc. systems representative surveys the special requirements of any operation in your business: order-billing, production control, purchase receiving, pay roll, etc. He then custom-designs the DITTO One-Writing Method to the exact needs of that operation. No survey or design expense. From the very first day in operation, the DITTO One-Writing System automatically eliminates all rewritings, does away with costly errors, saves substantially on time, work and money. For complete facts, mail coupon. No obligation.

Ditto.
. . . the helping hand for modern business!

DITTO, INC., 6832 McCormick Rd., Chicago, Ill.

☐ *Please send me more information on the DITTO One-Writing System.*
☐ *Have a DITTO Business Systems representative contact me.*

Name, Title _____

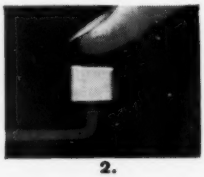
Address _____

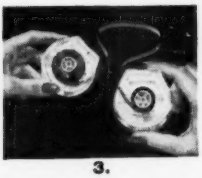
City _____ Zone ____ State _____

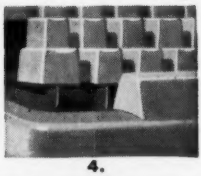
For More Information Circle No. 284

Why a new Royal turns out more and better work than the time-worn machines you're now using.

1.


2.


3.


4.

Q.

How many of these Royal advancements does your secretary enjoy?

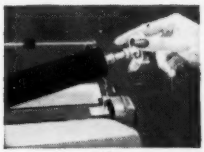
A.

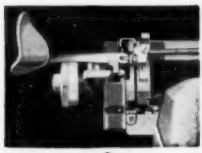
None of them . . .

if her typewriter is more than 5 years old.

1. Finger-balanced touch
2. Finger-form keys
3. Twin-Pak® ribbon change
4. No-skip space bar
5. Snap-out cylinder
6. Line Meter
7. Lightning carriage return
8. Five cheerful colors

MORAL: Cut costs . . . trade in your old slow-poke typewriters on new Royal Standards.


5.


6.

7.

8.

ROYAL®
standard

World's Number One Typewriter

There are more Royal Typewriters in office use than any other kind.

Product of Royal McBee Corporation, World's Largest Manufacturer of Typewriters.

For More Information Circle No. 306